

	Age	Income	Educational Qualification	Marital Status
I prefer to get all my shopping done in one large supermarket	S	S	S	S
I often switch brands because of bargains/special offers	S	S	S	S
I like try/taste samples of products demonstrated	S	S	S	S
I will go out of my way to shop where I can save money	S	S	S	S
Supermarket private label offer same quality as known brands	S	S	S	S
I enjoy trying new products even if I'm not sure I'll like it	S	S	S	S
OPINION TOWARDS FOOD SHOPPING				
I always try to buy fat-free/low fat version of a product	S	S	S	S
Worth paying a little more for higher quality food products	S	NS	S	NS
Once I found a brand I like, I stick with it	S	S	S	S
I look for nutritionally fortified food products	S	S	S	S
I often use the nutritional labels on food to help me select.	S	S	S	S
I often buy items thought of as organic foods	S	S	S	S
I prefer to buy food items that help me manage my weight	S	S	S	S
I want to buy what my kids ask for	S	S	S	S
I look for food products my kids can fix themselves	S	S	S	S
I look for certain foods solely for health reasons	S	S	S	NS

ANNEXURE-VIII

FINDINGS OF THE RESEARCH STUDY IN AHMEDABAD

Result of χ^2 test at 5 percent level of significance				
EXPERIENCE ON PROBLEMS FACED BY FEMALE INTERNET USERS IN USE OF INTERNET				
	Age	Income	Educational Qualification	Marital Status
problem of disconnection	S	NS	S	S
Computer gets hang up frequently	S	S	S	S
problem of downloading	S	NS	S	S
problem of virus	S	S	S	S
problem of speed in Internet	NS	NS	S	S
Table problem of speed in Internet	S	S	S	S
problem of expiry of websites	S	NS	S	NS
problem of expiry of web Pages	S	S	S	NS
problem of website out look	S	NS	S	S
Information on websites are not updated	S	NS	S	NS
Ad banners on web pages causes disturbances to me	S	S	S	S
I do not get necessary guidelines & support while surfing on Internet	S	NS	S	NS
problem of hacking of user account	NS	NS	NS	NS
OPINION TOWARDS INTERNET				
Internet is ocean of knowledge	S	NS	S	NS
Internet increases my level of awareness	S	NS	S	NS
Internet is vital to my job	S	NS	S	S
Internet is vital to my life	S	NS	S	S
Internet helps me to achieve a balance between my life at work and home	S	NS	S	NS
Internet is helpful in getting information	S	NS	S	NS
Internet increases level of confidence	S	NS	S	NS
It is difficult to imagine life without the Internet	S	S	S	S
Internet is the best way of Communication	S	NS	S	NS
Internet is essential to communicate with my family and friends	S	NS	S	NS
I trust the news I read on the Internet.	S	NS	S	S
Internet reduces the distance barriers for us	NS	NS	S	NS
Internet saves time	S	NS		
Internet is reliable	NS	NS	S	NS
Internet is available 24*7 & 365 days	NS	NS	S	NS
Work done on Internet is fully secured	S	NS	S	S
Internet is simple to use	S	NS	S	NS
Internet is easy to use	S	NS	S	S
Internet is economical to use	S	S	S	NS
Use of Internet is waste of time	S	NS	S	NS
Use of Internet is waste of money	S	NS	S	NS
Internet ruins an individual	S	NS	S	NS
Internet helps me to decide products/brands that I want to buy	S	S	S	NS
I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	S	S	S	NS

OPINION TOWARDS INFORMATION TECHNOLOGY				
	Age	Income	Educational Qualification	Marital Status
Information Technology is an essential part of my life	S	S	S	S
Information Technology brings fun to my life	S	S	S	S
I am dependent on Information Technology	S	S	S	S
Information Technology makes life better	NS	S	S	S
Information Technology changes so fast that it is hard to keep up with it	S	S	S	S
I cannot imagine life without computers	S	S	S	S
Awareness of computer has become important for children also	NS	S	S	S
OPINION TOWARDS SELF PERCEPTION				
I am happy with who I am	S	S	S	NS
I try to improve myself	S	S	S	NS
The future offers more and new possibilities	NS	S	S	NS
I am good at what I do	S	NS	S	S
I am in excellent physical condition	S	S	S	S
I enjoy a good family life	NS	S	NS	S
I am in control of my life	S	S	S	S
I am satisfied with my life	S	S	S	S
I try to avoid surprises in life	S	NS	S	S
I rarely look back on the past; the present and future are more important	S	S	S	S
Mental growth is more important to me than material growth	S	S	S	S
I feel confident in my ability to be successful	S	S	S	S
I am a goal-oriented person	S	S	S	S
I am a self-centered person	S	S	S	S
I enjoy taking risks	NS	S	S	S
I believe that I am influential in my community	S	S	S	S
I consider myself to be an innovator	S	S	S	NS
Many times I try to do more than one thing at the same time	S	S	S	NS
If I do not write something down, I forget that easily	NS	S	S	S
I need to manage my time more efficiently	S	S	S	S
I am able to afford the things that are important to me	S	S	S	S
OPINION TOWARDS STATUS CONSCIOUSNESS				
Many times I buy those things which I cannot really afford	S	S	S	S
I believe price is the best indicator of quality	S	S	S	S
Having upscale, luxury items makes me feel better about myself	S	S	S	S
I use to buy expensive clothing	S	S	S	S
I like going on expensive vacations	S	S	S	S
I like having expensive jewelry/watches	S	S	S	S
I like dining at "in" restaurants	S	S	NS	S
I like shopping at prestigious stores	NS	S	S	S
I like to be tidy and attractive	S	NS	S	NS

SOCIAL OPINION				
	Age	Income	Educational Qualification	Marital Status
I can make a difference in protecting the environment	S	S	S	S
I am willing to spend more money on environmentally friendly products	S	S	S	NS
I have confidence in the economy of India	S	S	S	S
It is becoming difficult to stay in touch with my friends and family	S	NS	S	S
I prefer products made in my own country	S	S	S	NS
I believe movies and TV present violence as an acceptable part of society	S	NS	S	S
I believe that the media provide me with a fair report of current events	S	NS	S	S
I distrust companies that make a lot of noise about their caring social attitude	S	S	S	S
My lifestyle revolves around my child(ren)'s activities	S	S	S	S
My lifestyle revolves around my child(ren)'s activities	S	S	S	S
OPINION TOWARDS TV ADVERTISING				
I like to watch TV advertising	S	NS	S	S
I usually fast forward through the advertisements when watching a recorded show	S	NS	NS	S
I trust the news that I watch on TV	S	NS	NS	S
I rarely change channel when a commercial comes on during a TV show I am interested in	S	NS	NS	S
OPINION TOWARDS SHOPPING				
I prefer to get all my shopping done in one large supermarket	S	S	S	S
I often switch brands because of bargains/special offers	S	S	S	S
I like try/taste samples of products demonstrated	S	S	S	S
I will go out of my way to shop where I can save money	S	S	S	S
Supermarket private label offer same quality as known brands	S	S	S	S
I enjoy trying new products even if I'm not sure I'll like it	S	S	S	NS
OPINION TOWARDS FOOD SHOPPING				
I always try to buy fat-free/low fat version of a product	S	S	S	S
Worth paying a little more for higher quality food products	S	NS	S	NS
Once I found a brand I like, I stick with it	S	S	S	S
I look for nutritionally fortified food products	S	S	S	S
I often use the nutritional labels on food to help me select.	S	S	S	S
I often buy items thought of as organic foods	S	S	S	S
I prefer to buy food items that help me manage my weight	S	S	S	S
I want to buy what my kids ask for	S	S	S	S
I look for food products my kids can fix themselves	S	S	S	S
I look for certain foods solely for health reasons	NS	S	S	NS