## LIST OF TABLES

S.No. TABLE PARTICULARS NUMBER		PARTICULARS		
01	1.1	Comparison of Marketing 1.0, 2.0, 3.0		
02	1.2	Building Blocks of Marketing 3.0		
03	1.3	Lifestyle Dimensions		
04	2.1	Number of Literates & Literacy Rates		
05	2.2	Average Monthly Household Incomes of Urban SECs		
06	2.3	Type of Families & their Composition		
07	2.4 -	Important Aspects of life Vis-à-vis Different Socio-Economic Classes		
08	2.5	Spending Pattern of A Rupee in a Family		
09	2.6	Asset Ownerships by Family Types		
10	3.1	Sample size of the Juxt Consultant Online Surveys		
11	3.2	Sample Size of the Juxt Consultant Online Survey, 2008		
		[Region- Wise]		
12	3.3	Comparison of Sample Size of the Juxt Consultant Online Survey, 2008 &		
		Sample Size of the Research Study		
13	3.4	Table Showing Summary of Indicators and Reliability Alpha Score		
14	3.5	List of References of Selected Criteria Used in Drafting of Structured		
		Questionnaire		
15	4.1	Profile of Selected Female Internet Users (Age Group)		
16	4.2	Profile of Selected Female Internet Users (Marital Status)		
17	4.3	Profile of Female Internet Users (Type of Family)		
18	4.4	Profile of Female Internet Users (Educational Qualifications)		
19	4.5	Profile of Selected Female Internet Users (Annual Income)		
20	4.6	Internet Service Providers (ISPs) of Selected Female Internet Users		
21	4.7	Place of Accessing Internet of Selected Female Internet Users		
22	4.8	Duration of Internet Use of Selected Female Internet Users		
23	4.9	Frequency of Use of Internet By Selected Female Internet Users		
24	4.10	Sessional Length of Use of Internet By Selected Female Internet Users		
25	4.11	Selected Sources of Information of the Websites on Internet		
26	4.12	Selected Female Internet Users' Responses To An Online Advertisements		
27	4.13	Generic Uses of Internet By Selected Female Internet Users		
28	4.14	Information search and Collection of Information By Selected Female		
20	7.1.7	Internet Users		
29	4.15	Selected Female Internet Users' Downloading Activities		
30	4.16	Selected Female Internet Users' Availing of e-Services & Using Internet		
31	4.17	Selected Female Internet Users' Online Buying of Products		
32	4.18	Daily Activities of Selected Female Internet Users		
33	4.19	Products Owned by Selected Female Internet Users		
34	4.20	Vehicle Driven by Female Internet Users		
35	4.21	Online Memberships of Female Internet Users		
36	4.22	Investment Preference of Selected Female Internet Users		
37	4.23	Credit Cards and Debit Cards Holdings of Selected Female Internet Users		
38	4.24	Loans Availed By Selected Female Internet Users		
39	4.25	Selected Female Internet Users' Overall Experience on Problems Faced in		
40	1.26	use of Internet in Baroda City Selected Female Internet Users' Overall Experience on Problems Faced in		
40	4.26	-		
41	4.07	use of Internet in Ahmedabad City Scholard Found Internet Users? Octobell Formations on Publicus Found in		
41	4.27	Selected Female Internet Users' Overall Experience on Problems Faced in		
12	4 30	use of Internet in Surat City Schotted Female Internet Users? Occurrll Experience on Public Ferred in		
42	4.28	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Rajkot City		

.

S.No. TABLE NUMBER				
43	4.29	Selected Female Internet Users' Overall Experience on Problems Faced		
		in use of Internet in Other Cities of Gujarat State		
44	4.30	Selected Female Internet Users' Overall Experience on Problems Faced in		
		use of Internet in Overall cities of Gujarat		
45	4.31	Selected Female Internet Users' Overall Opinion on Benefits of Use of		
		Internet in Baroda City		
46	4.32	Selected Female Internet Users' Overall Opinion on Benefits of Use of		
		Internet in Ahmedabad City		
47	4.33	Selected Female Internet Users' Overall Opinion on Benefits of Use of		
		Internet in Surat City		
48	4.34	Selected Female Internet Users' Overall Opinion on Benefits of Use of		
		Internet in Rajkot City		
49	4.35	Selected Female Internet Users' Overall Opinion on Benefits of Use of		
		Internet in Other Cities of Gujarat State		
50	4.36	Selected Female Internet Users' Overall Opinion on Benefits of Use of		
		Internet in Overall cities of Gujarat		
51	4.37	Selected Female Internet Users' Overall Opinion on Information		
		Technology in Baroda City		
52	4.38	Selected Female Internet Users' Overall Opinion on Information		
		Technology in Ahmedabad City		
53	4.39	Selected Female Internet Users' Overall Opinion on Information		
		Technology in Surat City		
54	4.40	Selected Female Internet Users' Overall Opinion on Information		
2.1		Technology in Rajkot City		
55	4.41	Selected Female Internet Users' Overall Opinion on Information		
		Technology in Other Cities		
56	4.42	Selected Female Internet Users' Overall Opinion on Information		
		Technology in Overall cities of Gujarat		
57	4.43	Selected Female Internet Users' Overall Opinion on Self Perception in		
		Baroda City		
58	4.44	Selected Female Internet Users' Overall Social Opinion in Baroda City		
59	4.45	Selected Female Internet Users' Overall Opinion Status Consciousness in		
		Baroda City		
60	4.46	Selected Female Internet Users' Overall Opinion on Self Perception in		
		Ahmedabad City		
61	4.47	Selected Female Internet Users' Overall Social Opinion in Ahmedabad		
•		City		
62	4.48	Selected Female Internet Users' Overall Opinion Status Consciousness in		
<b>v</b> 2		Ahmedabad City		
63	4.49	Selected Female Internet Users' Overall Opinion on Self Perception in		
00	1.12	Surat City Responses		
64	4.50	Selected Female Internet Users' Overall Social Opinion in Surat City		
65	4.51	Selected Female Internet Users' Overall Opinion Status Consciousness in		
•••		Surat City		
66	4.52	Selected Female Internet Users' Overall Opinion on Self Perception in		
	<b></b>	Rajkot City		
67	4.53	Selected Female Internet Users' Overall Social Opinion in Rajkot City		
68	4.53	Selected Female Internet Users' Overall Opinion Status Consciousness in		
vo	4.34	Rajkot City		
		Selected Female Internet Users' Overall Opinion on Self Perception in		
60	1 1 5 5			
69	4.55	Other Cities		

4

S.No.	TABLE NUMBER	PARTICULARS			
71	4.57	Selected Female Internet Users' Overall Opinion Status Consciousness in Other Cities			
72	4.58	Selected Female Internet Users' Overall Opinion on Self Perception in Overall cities of Gujarat			
73	4.59	Selected Female Internet Users' Overall Social Opinion in Overall cities of Gujarat			
74	4.60	Selected Female Internet Users' Overall Opinion Status Consciousness in Ov cities of Gujarat			
75	4.61	Selected Female Internet Users' Overall Opinion on TV – Advertising in Baroo City			
76	4.62	Selected Female Internet Users' Overall Opinion on TV – Advertising in Ahmedabad City			
77	4.63	Selected Female Internet Users' Overall Opinion on TV – Advertising in Surat City			
78	4.64	Selected Female Internet Users' Overall Opinion on TV – Advertising in Rajkot City			
79	4.65	Selected Female Internet Users' Overall Opinion on TV – Advertising in Other Cities			
80	4.66	Selected Female Internet Users' Overall Opinion on TV – Advertising in Overall cities of Gujarat			
81	4.67	Selected Female Internet Users' Overall Opinion on Online Shopping in Baroda City			
82	4.68	Selected Female Internet Users' Overall Opinion on Shopping in Ahmedabad City			
83	4.69	Selected Female Internet Users' Overall Opinion on Shopping in Surat City			
84	4.70	Selected Female Internet Users' Overall Opinion on Shopping in Rajkot City			
85	4.71	Selected Female Internet Users' Overall Opinion on Shopping in Other Cities			
86	4.72	Selected Female Internet Users' Overall Opinion on Shopping in Overall cities of Gujarat			
87	4.73	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Baroda City			
88	4.74	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Ahmedabad City			
89	4.75	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Surat City			
90	4.76	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Rajkot City			
91	4.77	Selected Female Internet Users' Overall Opinion on Shopping of Food 79Products in Other Cities			
92	4.78	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Overall cities of Gujarat			
93	5.1	Selected female Internet users' overall experience on operational problems in use o Internet vis-à-vis; age group of selected respondents			
94	5.2	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; income group of selected respondents			

S.No.	TABLE NUMBER	PARTICULARS		
95	5.3	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; Educational Qualification of selected respondents		
96	5.4	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; marital status of selected respondents		
97	5.5	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; Age group of selected respondents		
98	5.6	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; Income group of selected respondents		
99	5.7	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; Educational qualification of selected respondents		
100	5.8	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; marital status of selected respondents		
101	5.9	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; Age group of selected respondents		
102	5.10	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; Income group of selected respondents		
103	5.11	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; Educational Qualification of selected respondents		
104	5.12	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; marital status of selected respondents		
105	5.13	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., Age group of selected respondents.		
106	5.14	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., Income group of selected respondents.		
107	5.15	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., educational qualification of selected respondents.		
108	5.16	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., marital status of selected respondents.		
109	5.17	Selected female Internet users' overall opinion on "use & benefits of Internets" vis a vis., age group of selected respondents		
110	5.18	Selected female Internet users' overall opinion on "use & benefits of Internets" vis- a vis., income group of selected respondents.		
111	5.19	Selected female Internet users' overall opinion on "use & benefits of Internets "vis- a vis., educational qualifications of selected respondents.		
112	5.20	Selected female Internet users' overall opinion on "use & benefits of Internets" vis- a vis., marital status of selected respondents.		

S.No.	TABLE	PARTICULARS
	NUMBER	
113	5.21	Selected female Internet users' overall opinion on drawbacks of Internet vis-a vis.,
~		age of selected respondents
114	5.22	Selected female Internet users' overall opinion on drawbacks of Internet vis-a vis.,
	]	income of selected respondents.
115	5.23	Result Selected female Internet users' overall Opinion on drawbacks of Internet vis-a
	0.20	vis., educational qualification of selected respondents.
116	5.24	Selected female Internet users' overall opinion on drawbacks of Internet vis-a vis.,
		marital status of selected respondents.
117	5.25	Selected female Internet users' overall opinion on online shopping of products
		&services vis-a-vis., age group of selected respondents
118	5.26	Selected female Internet users' overall opinion on online shopping of products
		&services vis-a-vis., income group of selected respondents.
119	5.27	Selected female Internet users' overall opinion on online shopping of products
		&services vis-a-vis., Educational qualification of selected respondents
120	5.28	Selected female Internet users' overall opinion on online shopping of products
~~v		&services vis-a-vis., marital status of selected respondents
121	5.29	Selected female Internet users' overall opinion on Information Technology vis-a-vis.,
***	0.27	age groups of selected respondents.
122	5.30	Selected female Internet users' overall opinion on Information Technology vis-a-vis.,
1	5.50	income groups of selected respondents
123	5.31	Selected female Internet users' overall opinion on Information Technology vis-a-vis.,
1.40	5.51	educational qualification of selected respondents.
124	5.32	Selected female Internet users' overall opinion on Information Technology vis-a-vis.,
144	5.54	marital status of selected respondents.
125	5.33	Selected female Internet users' overall opinion on Self-perception vis-a-vis., age
1	5.55	groups of selected respondents
126	5.34	Selected female Internet users' overall opinion on Self-perception vis-a-vis., income
120	5.54	groups of selected respondents
127	5.35	Selected female Internet users' overall opinion on Self-perception vis-a-vis.,
	5.55	educational qualification of selected respondents.
1287	5.36	Selected female Internet users' overall opinion on Self-perception vis-a-vis., marital
1207	0.50	status of selected respondents
129	5.37	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis., age
***	5.57	group of selected respondents.
130	5.38	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis.,
200	5.50	Income group of selected respondents
131	5.39	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis.,
101	0.07	educational qualifications of selected respondents.
132	5.40	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis.,
102		marital status of selected respondents.
133	5.41	Selected female Internet users' overall social opinion vis-a-vis., age group of selected
100		respondents.
134	5.42	Selected female Internet users' overall social opinion vis-a-vis., income group of
104		selected respondents
135	5.43	Selected female Internet users' overall social opinion vis-a-vis., educational
200	0.45	qualification of selected respondents.
136	5.44	Selected female Internet users' overall social opinion vis-a-vis., marital status of
100	5.77	selected respondents.
137	5.45	Selected female Internet users' overall opinion on TV advertising vis-a-vis., age
~~ '		group of selected respondents.

S.No.	TABLE NUMBER	PARTICULARS
138	5.46	Selected female Internet users' overall opinion on TV advertising vis-a-
		vis., income group of selected respondents.
139	5.47	Selected female Internet users' overall opinion on TV advertising vis-a-
		vis., educational qualification of selected respondents.
140	5.48	Selected female Internet users' overall opinion on TV advertising vis-a-
140	5.40	vis., marital status of selected respondents.
141	5.49	Selected female Internet users' overall opinion on shopping behaviour
1.41	5.45	vis-a-vis., age group of selected respondents
142	5.50	Selected female Internet users' overall opinion on shopping behaviour
	0.00	vis-a-vis., income group of selected respondents
143	5.51	Selected female Internet users' overall opinion on shopping behaviour
145	5.51	vis-a-vis., educational qualification of selected respondents
144	5.52	Selected female Internet users' overall opinion on shopping behaviour
144	3.34	vis-a-vis., marital status of selected respondents.
145	5.53	Selected female Internet users' overall opinion on shopping of food
145	2.23	products vis-a-vis., age group of selected respondents.
146	5.54	Selected female Internet users' overall opinion on shopping of foo
140	5.54	
147	5.55	products vis-a-vis., income group of selected respondents.
14/	5.55	Selected female Internet users' overall opinion on shopping of foo
140		products vis-a-vis., educational qualifications of selected respondents.
148	5.56	Selected female Internet users' overall opinion on shopping of foo
1.10		products vis-a-vis., marital status of selected respondents.
149	5.57	Selected female Internet users' overall experience of operational problem
150	<u> </u>	vis-à-vis., heavy & light usage of Internet
150	5.58	Selected female Internet users' overall experience of website related
1.84		problems vis-à-vis., heavy & light usage of Internet
151	5.59	Selected female Internet users' overall experience of hacking problem
1.50		vis-à-vis., heavy & light usage of Internet
152	5.60	Selected female Internet users' overall opinion on Internet vis-à-vis
1.50		heavy & light usage of Internet
153	5.61	Selected female Internet users' overall opinion on safety & use of Internet
		vis-à-vis., heavy & light usage of Internet
154	5.62	Selected female Internet users' overall opinion on drawbacks of Internet
		vis-à-vis., heavy & light usage of Internet
155	5.63	Selected female Internet users' overall opinion on online shopping vis-a-
		vis heavy & light usage of Internet
156	5.64	Selected female Internet users' overall opinion on drawbacks of Internet
		vis-à-vis., heavy & light usage of Internet
157	5.65	Selected female Internet users' overall opinion on Self-perception vis-à-
		vis., heavy & light usage of Internet
158	5.66	Selected female Internet users' overall opinion on Status -Consciousnes
		vis-à-vis., heavy & light
159	5.67	Selected female Internet users' overall opinion towards TV advertisin
		vis-à-vis., heavy & light usage of Internet
160	5.68	Selected female Internet users' overall opinion on shopping behaviour vis
		à-vis., heavy & light usage of Internet
161	5.69	Selected female Internet users' overall opinion on shopping of foo
		products vis-à-vis., heavy & light usage of Internet
162	5.70	Selected female Internet users' overall opinion on social opinion vis-à-vis
		heavy & light usage of Internet

S.No.	TABLE	PARTICULARS		
163	NUMBER 5.71	Descriptive Statistics considering Place of selected female Internet users		
		on problems faced while using Internet		
164	5.72	Test of Homogeneity of Variances on Overall Experience on Problems faced by selected Female Internet Users during use of Internet, belonging to different Places.		
165	5.73	ANOVA TABLE for Overall Experience on Problems faced by selected Female Internet Users belonging to different Places		
166	5.74	Descriptive Statistics considering Age groups of selected female Internet users on Problems faced while using Internet		
167	5.75	Test of Homogeneity of Variances for Overall Experience on Problems faced, in use of Internet by Female Internet Users vis-à-vis., Age groups of selected respondents.		
168	5.76	ANOVA TABLE on Overall Experience of selected female Internet users on Problems faced, in use of Internet vis-a-vis Age Groups of selected respondents		
169	5.77	Descriptive Statistics considering Income groups of selected female Internet users on Problems faced while using Internet		
170	5.78	Test of Homogeneity of Variances for Overall experience on Problem faced by Female Internet Users vis-à-vis income group of selected respondents		
171	5.79	ANOVA TABLE on Overall Experience of selected female Internet users on Problems faced, in use of Internet vis-a-vis Income Groups of selected respondents		
172	5.80	Descriptive Statistics considering educational qualification of selected female Internet users on Problems faced while using Internet		
173	5.81	Test of Homogeneity of Variances for Overall experience on Problem faced by Female Internet Users vis-à-vis educational qualification of selected respondents		
174	5.82	ANOVA TABLE on Overall Experience of selected female Internet users on Problems faced, in use of Internet vis-a-vis educational qualification of selected respondents		
175	5.83	Descriptive Statistics considering marital status of selected female Internet users on Problems faced while using Internet		
176	5.84	Test of Homogeneity of Variances for Overall Opinion on Problem faced by Female Infernet Users during use of Internet, of different marital status.		
177	5.85	ANOVA TABLE for Overall Opinion of Female Internet Users ,belonging to different Marital status ,on Problems faced, during use of Internet.		
178	5.86	Descriptive Statistics , considering Place of selected female Internet user on Overall Opinion on Internet		
179	5.87	Test of Homogeneity of Variances for Overall Opinion on Internet ,of Female Internet Users, belonging to different Places.		
180	5.88	ANOVA TABLE for Overall Opinion towards Internet, of Female Internet Users, belonging to different Places.		
181	5.89	Descriptive Statistics , considering Age of selected female Internet user on Overall Opinion on Internet .		
182	5.90	Test of Homogeneity of Variances for Overall Opinion on Internet ,of Female Internet Users, belonging to different Age groups.		
183	5.91	ANOVA TABLE for Overall Opinion towards Internet, of Female Internet Users, belonging to different Age groups.		
184	5.92	Descriptive Statistics, considering Income of selected female Internet on Overall Opinion on Internet.		

S.No.	TABLE NUMBER	PARTICULARS
185	5.93	Test of Homogeneity of Variances on Overall Opinion towards Internet ,of Female Internet Users, belonging to different Income groups.
186	5.94	ANOVA TABLE for Overall Opinion towards Internet, of Female Internet Users, belonging to different Income groups.
187	5.95	Descriptive Statistics, considering Place of selected female Internet on Overall Opinion on Internet.
188	5.96	Test of Homogeneity of Variances for Overall Opinion on Internet, of Female Internet Users, of different Education.
189	5.97	ANOVA TABLE for Overall Opinion towards Internet of Female Internet Users, belonging to different Educational qualification.
190	5.98	Marital status wise Descriptive Statistics of Overall Opinion of Femal Internet users towards Internet .
191	5.99	Test of Homogeneity of Variances for Overall Opinion on Internet ,of Female Internet Users, of different Marital status.
192	5.100	ANOVA TABLE for Overall Opinion towards Internet, of Femal Internet Users, of different marital status.
193	5.101	Descriptive Statistics of AIOs of Female Internet users of different cities
194	5.102	Test of Homogeneity of Variances for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Cities.
195	5.103	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet User belonging to different Places.
196	5.104	Descriptive Statistics of AIOs of Female Internet users of different age group
197	5.105	Test of Homogeneity of Variances for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Age groups.
198	5.106	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet User belonging to different Age groups.
199	5.107	Descriptive Statistics of AIOs of Female Internet users of differen
200	5.108	Test of Homogeneity of Variances for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Income group.
201	5.109	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet User belonging to different Income groups.
202	5.110	Education wise Descriptive Statistics of AIOs of Female Internet users.
203	5.111	Test of Homogeneity of Variances for Overall Opinion of Female Internet Users on AIOs, belonging to different Education.
204	5.112	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet Users of different Education.