

CHAPTER-FOUR

DATA ANALYSIS

&

INTERPRETATION

CHAPTER NUMBER – FOUR

DATA ANALYSIS AND INTERPRETATION

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CHAPTER NUMBER: FOUR

DATA ANALYSIS AND INTERPRETATION



The researcher after the collection of primary data had made an attempt to analyze, interpret, and report its results by using SPSS 15.0 for windows as follows.

4.0: PROFILE OF SELECTED FEMALE INTERNET USERS:

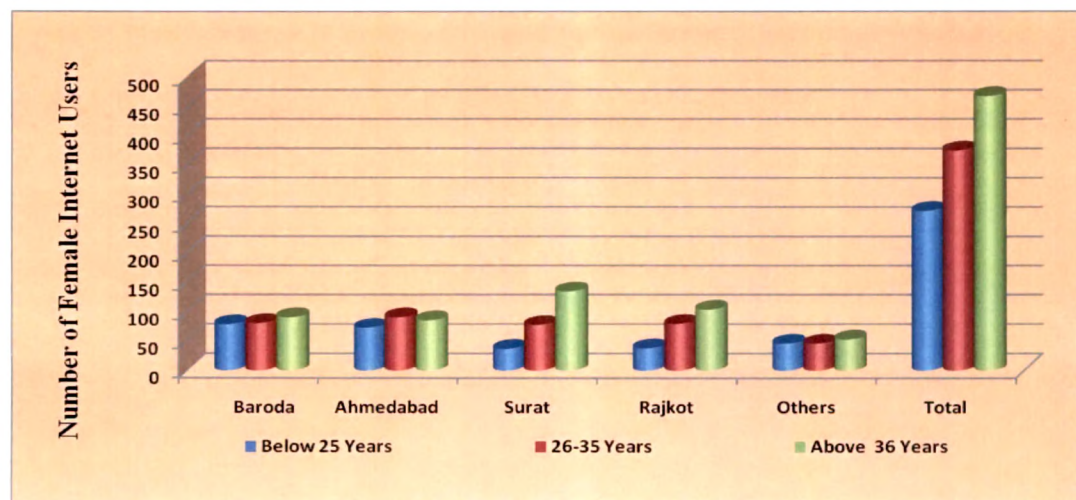
The researcher has provided profile of the respondents that is selected female Internet users on the basis of selected demographic variables viz., age, educational qualifications, marital status, and monthly income as follows.

The researcher has conducted the survey in the four major cities of the state of Gujarat, viz., Baroda, Ahmedabad, Surat, Rajkot & also from Anand, Baruch, Nadiad & Dahod in the group of other cities.

Table Number 4. 1: Profile of Selected Female Internet Users (Age-Group)



S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Age Groups (In Years) 	Baroda	Ahmedabad	Surat	Rajkot	Other Cities	
01	Below 25 Years	79(31.5)	73 (29.2)	37 (14.8)	38 (17.1)	46 (31.7)	273 (24.4)
02	26 to 35 Years	81 (32.3)	91 (36.4)	78 (31.2)	80 (36.0)	46 (31.7)	376 (33.6)
03	Above 36 Years	91(36.3)	86 (34.4)	135 (54)	104 (46.9)	53 (36.6)	469 (42)
04	Total	251(100)	250 (100)	250 (100)	222 (100)	145 (100)	1118 (100)

Graph Number-4.1- City wise Classification of Female Internet Users (Age Group)

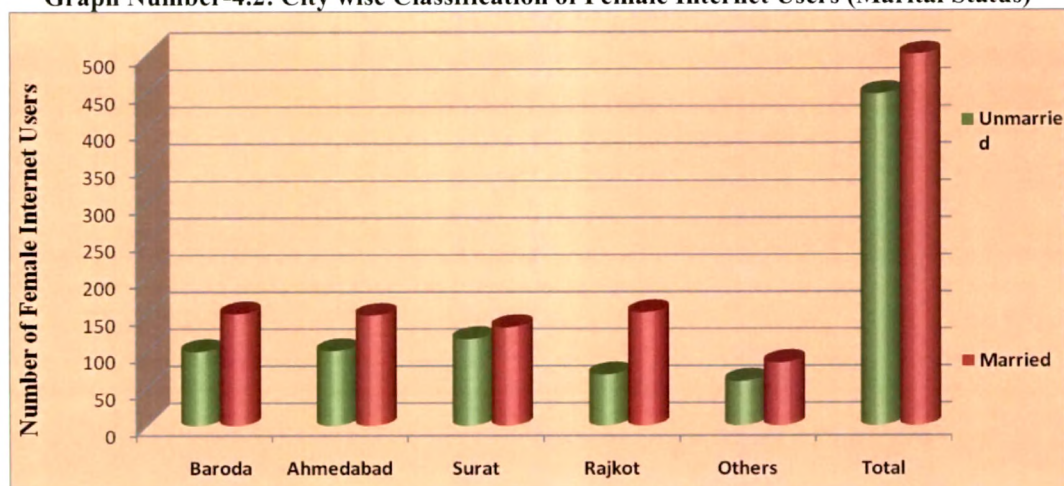


- The data analysis revealed that out of the total number of 251 respondents that is female Internet users, belonging to Baroda, 36.3 Per cent belonged to the age-group of 36 & above, while the age group of 26 to 35 and below 25 years were 32.3 Per cent and 31.5 Per cent respectively.
- In case of the City of Ahmedabad, out of total number of 250 respondents, highest number of respondents (36.4 Per cent) belonged to the age group of 26-35 years followed by the age group of 36 & above (34.4 Per cent), followed by age group of below 25 years (29.2 Per cent).
- In the City of Surat, the maximum number (54 Per cent) of respondents belonged to the age group of 36 & above while 31.2 Per cent of female Internet users belonged to the age-group of 26-35 years. Younger respondents, who were below 25 years of age group, were in minority (14.8 Per cent).
- In the City of Rajkot, out of the total number of 222 of female respondents, 42.8 Per cent belonged to the age group 36-45 years, 36 Per cent belonged to 26-35 years, and 17.1 Per cent were below twenty five years. 4.1 Per cent also belonged to the age group of above 46 years.
- The category of others consisted of the samples that were drawn from cities viz., Bhavnagar, Anand, Nadiad, Dahod & Bharuch. Out of total number 145 respondents who were drawn from other cities, 31.7 Per cent belong to age group of below 25 years, 31.7 Per cent were between the age group of 26 to 35 years, whereas 51 Per cent of them were between the age group of 36-45 years, and 1.4 Per cent were above age group of 46 years.
- The pattern that had emerged from the overall result indicated that out of the total population of 1118, the maximum number (42 Per cent) of the respondents belonged to the age group of 36 & above followed by 33.6 Per cent respondents belonging to the age-group of 26 to 35 years, and the rest were, below the age group of 25 years (24.4 Per cent).

Table Number 4.2: Profile of Selected Female Internet Users (Marital Status)

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Marital Status 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Unmarried	100 (39.8)	101 (40.4)	117 (46.8)	69 (31.1)	60 (41.4)	447 (40.0)
02	Married	151 (60.2)	149 (59.6)	133 (53.2)	153 (68.9)	85 (58.6)	671 (60.0)
03	Total	251 (100)	250 (100)	250 (100)	222 (100)	145 (100)	1118 (100)

Graph Number-4.2: City wise Classification of Female Internet Users (Marital Status)

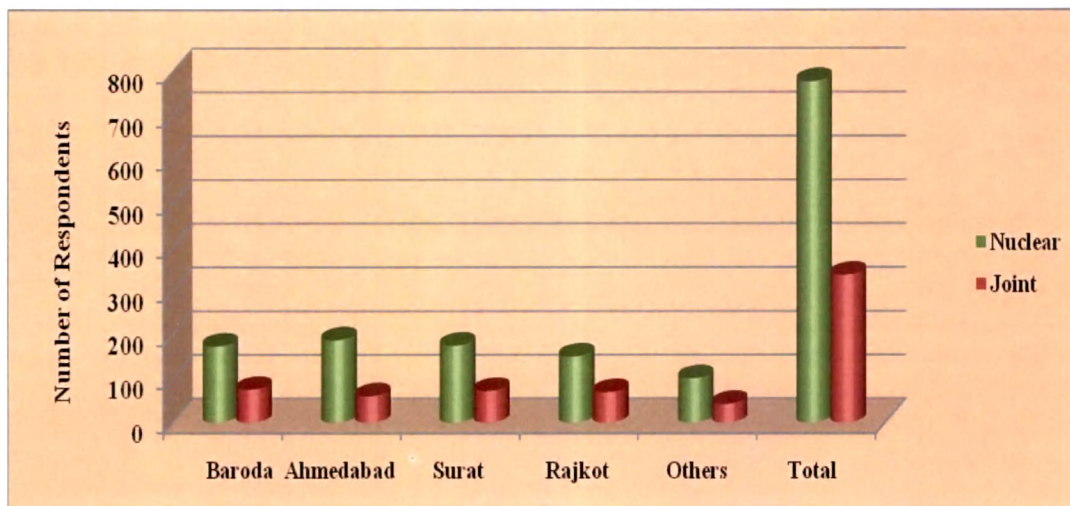


- It was found that in the City of Baroda, majority of the female Internet users (60.2 Per cent) were married. But, In the City of Ahmedabad 59.6 Per cent of the respondents were found as married while remaining 40.4 Per cent of them were unmarried.
- The City of Surat showed less difference between the married & unmarried female Internet users which provided figure of; 46.8 Per cent respondents as unmarried and remaining 53.2 Per cent of them were as married.
- In case of the Rajkot City 31.1 Per cent respondents were unmarried, and rest 68.9 Per cent were found married.
- In case of Other cities of Gujarat 41.1 Per cent respondents reported as unmarried and the rest 58.6 Per cent as married.
- The researcher found similar trends in cities of Baroda, Ahmedabad, & Other cities, where the ratio between married and unmarried respondents was 3:2. The majority of respondents (60 Per cent) were found as married and rest of them (40 Per cent) were unmarried.

Table Number 4. 3: Profile of Selected Female Internet Users (Type of Family)

S.No.	Cities	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Type of Family	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Nuclear	175 (69.7)	189 (75.6)	177 (70.8)	152 (68.5)	102 (70.3)	780 (69.8)
02	Joint	76 (30.3)	61 (24.4)	73 (29.2)	70 (31.5)	43 (29.7)	338 (30.2)
03	Total	251(100)	250 (100)	250 (100)	222 (100)	145 (100)	1118 (100)

Graph Number-4.3: City wise Classification of Female Internet Users (Type of Family)

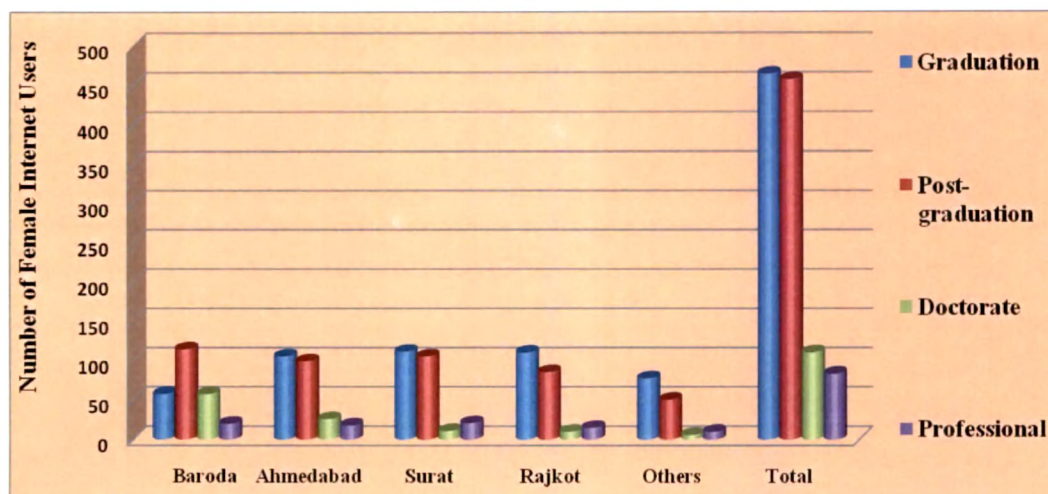


- In the City of Baroda, 69.7 Per cent of the respondents lived in a nuclear family and the rest 30.3 Per cent belongs to a joint family.
- In case of Ahmedabad, 75.6 Per cent of the respondents lived in a nuclear family whereas the remaining 24.4 Per cent was part of a joint family.
- In case of the City of Surat, majority (70.8 Per cent) of female Internet user reported as part of nuclear family, and remaining 29.2 Per cent belong to a joint family.
- In case of Rajkot, 68.5 Per cent female Internet users were part of a nuclear family in comparison to 31.5 Per cent that were part of a joint family.
- Alike Baroda, Ahmedabad, Surat & Rajkot, in various other cities of the state, also majority (70.3 Per cent) belong to nuclear family and rest (29.7 Per cent) belong to joint family.
- It can be discerned from the above data analysis, that all of the selected cities in Gujarat reported similar pattern whereas overall, the majority of the respondents (69.8 Per cent) reported in favour of a nuclear family in comparison to (30.2 Per cent) joint families.

Table Number 4. 4: Profile of Female Internet Users (Educational Qualifications)



S.No.	Cities	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Educational Qualifications	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Graduation	58(12.5)	106(42.8)	112(44.8)	111(50)	78(53.7)	465(41.5)
02	Post- graduation	115(27.1)	100(39.8)	106(42.4)	86(38.7)	51(35.1)	458(40.9)
03	Doctorate	58(23)	26(10.4)	11(4.4)	10(4.5)	6(4.1)	111(9.92)
04	Professional	20(7.9)	18(7.2)	21(8.4)	15(6.75)	10(6.8)	84(7.5)
05	Total	251(22.5)	250(22.4)	250(22.4)	222(19.9)	145(13.0)	1118(100.0)

Graph Number-4.4: City wise Classification of Female Internet Users (Educational Qualifications)

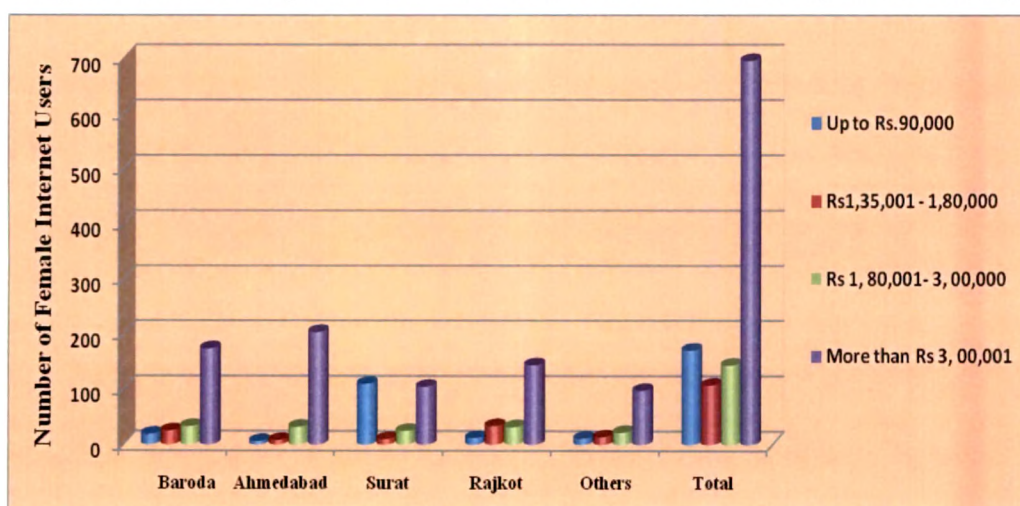


- The results of data analysis on Educational Qualifications (27.1 Per cent) revealed that in case of the City of Baroda, majority of the respondents had completed their post graduation, whereas 23 Per cent had completed their Doctorate, the figure of respondent's Graduates was 12.5 Per cent, and only 7.9 Per cent had completed Professional Courses.
- In the City of Ahmedabad, majority (42.8 Per cent) respondents were graduates followed by Post Graduates (39.8 Per cent), 10.4 Per cent have completed their Doctorate and 7.2 Per cent have done Professional Courses.
- In the City of Surat, the figures, 44.8 Per cent respondents had completed their Graduation, followed with 42.4 Per cent of them had done their Post-Graduation, and 8.4 Per cent cleared Professional Courses. Only 4.4 Per cent of them were having Doctorate Degree.
- In the City of Rajkot, 50 Per cent of respondents were Graduates, followed by 38.7 Per cent as Post-Graduates; 6.75 Per cent had done Professional Courses, and only 8.4 Per cent was having Doctorate degree.
- In case of the various other Selected Cities of the Gujarat State, the data analysis provided that 53.7 Per cent of the total sample population had Graduation; 35.1 Per cent had Post Graduation; 6.8 Per cent had completed Professional Courses, whereas only 4.1 Per cent was having Doctorate Degree.
- The total figures can lead to some broad deductions that 41.5Per cent of the total sample population were Graduates whereas 40.9 Per cent were Post Graduates. 9.92 Per cent of them had obtained Degree of Doctorates while only 7.5 Per cent had successfully completed Professional Courses.

Table Number-4. 5: Profile of Selected Female Internet Users (Annual Income)

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Annual Income (In Rupees) 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Up to Rs.90,000	19(7.56)	06(2.4)	110(64.3)	12(7.0)	11(6.4)	171(15.2)
02	Rs1,35,001 - 1,80,000	25(9.96)	08(3.2)	10(9.3)	34(31.5)	14(13.0)	108(9.6)
03	Rs 1, 80,001- 3, 00,000	33(13.4)	32(12.8)	25(17.4)	32(22.2)	22(15.3)	144(12.8)
04	More than Rs 3, 00,001	174(69.32)	204(81.6)	105(15.1)	144(20.7)	98(14.1)	695(62.1)
05	Total	251	250	250	222	145	1118

Graph Number-4.5: City wise Classification of Female Internet Users (Annual Income)



- The data analysis concerning annual income in various selected cities of the Gujarat state provided that in case of the City of Baroda, 69.32 Per cent of respondents belonged to upper middle class within the annual income bracket of more than Rs. three lakhs; 13.4 Per cent belonged to the income bracket of Rs 1, 80, 001 to 3, 00, 000; 9.96 Per cent were within the income bracket of Rs 1, 35, 001 to 1,80, 001 and 7.56 Per cent were within the income bracket up to Rs 90, 000.
- In the City of Ahmedabad, 81.6 Per cent of the total sample size of 250 respondents, belonged to upper middle class, 12.8 Per cent belonged to the income bracket of Rs 1, 80, 001 to 3, 00, 000; 3.32 Per cent fell within the income bracket of Rs 1, 35, 001 to 1, 80, 001, and rest 2.4Per cent fell within the income bracket up to Rs 90, 000.



- The data analysis of the Surat City showed that majority of selected female Internet users (73.2 Per cent) belonged to upper middle class within the income bracket of more than Rs three lakhs. 17.4 Per cent belonged to the income bracket of Rs 1, 80, 001 to 3, 00, 000; followed by 12.8 Per cent who were part of Rs 1,35, 001 to 1,80, 001, and only 9.3 Per cent of them were the income bracket of up to Rs 90, 000.
- In the City of Rajkot, 20.7 Per cent of the total sample population belonged to upper middle class; followed by 22.2 Per cent as part of income bracket of Rs 1, 80, 001 to 3, 00, 000; whereas 31.5 Per cent fell within the income bracket of Rs 1, 35, 001 to 1, 80, 001; and rest 7 Per cent belong to income bracket up to Rs 90, 000.
- In the other cities, 14.1 Per cent of the respondents belonged to higher middle class within the income bracket of more than Rs three lakhs; 15.3 Per cent belong to the income bracket of Rs 1, 80, 001 to 3, 00, 000; 13 Per cent were in the income bracket of Rs 1, 35, 001 to 1, 80, 001 and rest 6.4 Per cent belongs to income bracket up to Rs 90, 000.
- Overall data analysis showed similar pattern of Income distribution with 62.1 Per cent of respondents in the income bracket of more than Rs three lakhs; followed by 171 respondents (15.2 Per cent) in to the category of up to Rs.90, 000; 144(12.8 Per cent) respondents belong to the category of Rs 1, 80,001 to 3, 00,000, and only 108(9.6 Per cent) respondents in to the income bracket of Rs1, 35,001 to 1, 80,000.

The researcher had collected the data from fixed the number of respondents of different categories such as: Service class, Doctors, Engineers', Business Class & House Wives from different cities that is why frequency analysis was not done for that question.

There was a clear majority found for the choice of news paper among respondents of different cities. Times of India in English; Sandesh & Gujarat Samachar in Gujarati were the only choice of the female Internet users in selected cities of Gujarat.

4.1: DATA ANALYSES OF INTERNET RELATED ACTIVITIES



Table Number 4.6: Internet Service Providers (ISPs) of Selected Female Internet Users

S.NO.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Internet Service Providers (ISP) 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Cable	15(5.9)	6 (2.4)	39 (15.6)	8 (3.6)	5 (3.4)	73(6.5)
02	BSNL	167(66.5)	134(53.4)	159 (63.6)	154 (69.3)	109 (75.1)	723 (64.6)
03	Reliance	9 (3.5)	32 (12.8)	23 (9.3)	26(11.7)	8 (5.5)	98 (8.7)
04	Tata	55(21.9)	68(27.2)	21(8.4)	31(22.5)	20(13.7)	195(17.4)
05	Others	5 (1.9)	10(4)	8(3.2)	3(1.3)	13(8.9)	39(3.4)

- In the City of Baroda majority of respondents (66.5 Per cent) reported availing of Internet from BSNL followed by Tata (21.9 Per cent). Rests of them were using cable (5.9 Per cent); Reliance (3.5 Per cent), and other ISPs (1.9 Per cent) respectively.

- In the City of Ahmedabad, 53.4 Per cent of the respondents had opted for BSNL as an ISP followed by Tata (27.2) & Reliance (12.8 Per cent) respectively. 4 Per cent had other ISPs while only 2.4 Per cent were having cable connection for use of Internet.
- The similar trend was observed alike Baroda & Ahmedabad, in the City of Surat with BSNL which topped the list, followed by cable connections (15.6 Per cent); Reliance (9.3 Per cent); Tata (8.4 Per cent); and users of other services (3.2 Per cent) respectively.
- In case of the City of Rajkot, 69.3Per cent had BSNL as a ISPs followed by Tata (22.5 Per cent) & Reliance (11.2 Per cent) whereas 15.6Per cent used cable connection. Only 1.3Per cent had various other ISPs.
- In case of other various cities of the Gujarat State, majority preferred BSNL as an ISP (75.1 Per cent); followed by Tata (13.7 Per cent); other ISPs (8.9 Per cent); 5.5Per cent opted for Reliance as an ISP. Only 3.4Per cent had cable connection for use of Internet.
- The data analysis offered a clear indication that highest Per cent of respondents were using BSNL (64.6 Per cent) followed by Tata (17.4 Per cent), and Reliance (8.7 Per cent).6.5 Per cent of respondents used Cable Connection whereas only 3.4 Per cent had used other ISPs.

Table Number 4. 7: Place of Accessing Internet of Selected Female Internet Users



S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Internet Access 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Cybercafés	44(17.5)	38(15.2)	32(12.8)	30(13.5)	23(15.9)	167(14.9)
02	Home	173(72.8)	171(68.4)	119(47.6)	139(60.4)	111(76.54)	723(64.65)
03	Colleges	11(4.3)	10(4)	75(30)	10(4.5)	7(4.8)	113(10.10)
04	Work places/ Offices	156(62.1)	164(65.6)	105(42)	146(65.7)	90(62)	661(59.2)
05	Other Places of Access	10(3.9)	9(3.6)	36(14.4)	7(3.5)	6(4.1)	68(6.08)

The results of data analysis relating the place from where the respondents accessed Internet facilities provided the following details:

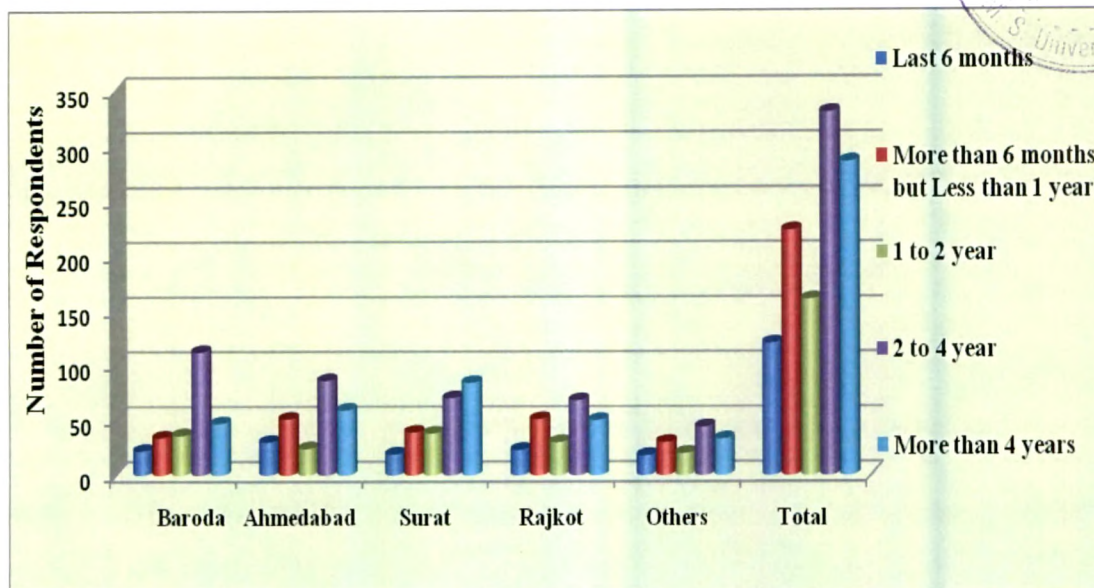
- In case of the City of Baroda, majority of the respondents (72.8 Per cent) accessed Internet from their home followed by workplace (62.1 Per cent).17.5 Per cent used Cyber cafés for accessing Internet, and 3.9 Per cent accessed Internet from various other places.
- In Ahmedabad City too, majority of the female Internet users had access of Internet at home (68.4 Per cent); workplace/ office(65.6 Per cent); 15.2 Per cent respondents used Cyber cafés to make use of Internet; and only 3.6 Per cent accessed Internet from various places other than stated above.
- In the City of Surat, big number of respondents accessed Internet from their home (47.6 Per cent); followed by workplace/ office (42 Per cent); Cyber cafés (12.8 Per cent), and various places other than stated above (14.4 Per cent).

- In case of Rajkot, majority had access of Internet (65.7 Per cent) from their workplace/ office; home (60.4 Per cent); only 13.5 Per cent used Cyber Cafés, and 3.5 Per cent accessed Internet from places other than stated above.
- In case of the various other cities of the Gujarat State, alike cities of Baroda, Ahmedabad & Surat, majority accessed Internet from their home(76.5 Per cent), and workplace/office (62 Per cent). 15.9 Per cent used the Cyber Cafés to access Internet, and 4.1 Per cent used Internet from various other places other than stated above.
- The above table showed the pattern that emerged regarding the place used by female Internet users for access of Internet. The majority of the respondents (59 Per cent) reported access of Internet from their home; followed by workplace (40.42 Per cent), and office (24.23 Per cent); 6.79 Per cent used Internet from their business place whereas 14.9 Per cent favourably reported for the Cyber Cafés and only 6.08 Per cent of them used Internet from various other places.

Table Number 4.8: Span of Internet Use of Selected Female Internet Users

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Duration of Internet Use 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Last 6 months	22(8.7)	30(12)	19(7.6)	23(10.3)	18(12.4)	120(10.7)
02	More than 6 months but Less than 1 year	34(13.5)	51(20.4)	39(15.6)	51(22.9)	30(20.6)	223(19.9)
03	1 to 2 year	36(14.3)	24(9.6)	38(15.2)	30(13.5)	20(13.7)	160(14.3)
04	2 to 4 year	112(44.6)	86(34.4)	70(28)	68(30.6)	44(30.3)	330(29.5)
05	More than 4 years	47(18.7)	59(23.7)	84(33.6)	50(22.5)	33(22.7)	285(25.4)

Graph Number-4.6: Span of Internet Use By Selected Female Internet Users



The data analysis on the time spent in the use of Internet by selected female Internet users revealed following:

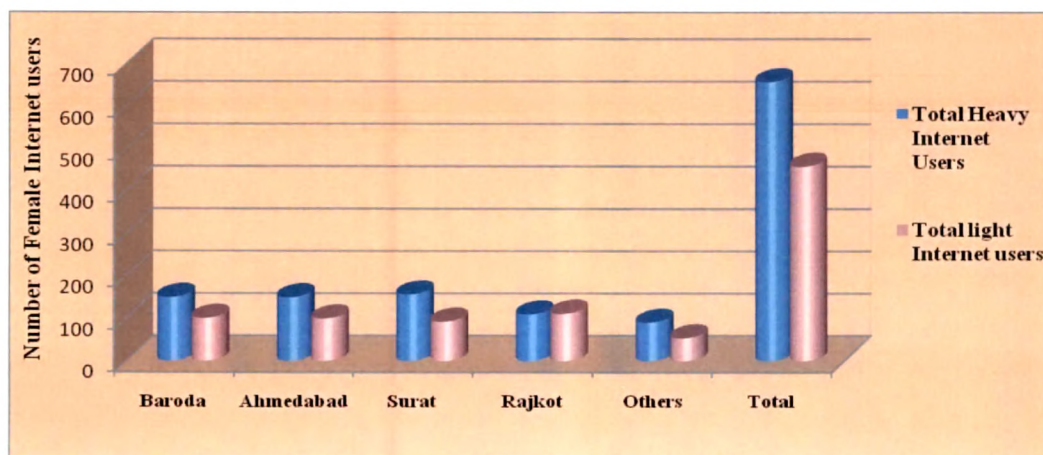
- In the City of Baroda, 44.6 Per cent had been using Internet from the last two to four years; 18.7 Per cent for more than four years; 14.3 Per cent from one year to two years, and 13.7 Per cent reported use of Internet for more than six months but less than one year. There were few respondents (8.7 Per cent) who had begun to use Internet for the past six months only.
- In the City of Ahmedabad, 34.4 Per cent respondents reported use of Internet for the last two years to four years; 23.7 Per cent for more than four years; 20.4 Per cent for more than six months but less than one year whereas 12 Per cent of them had been using Internet from past six months only. There were few respondents 9.6 Per cent who had been using Internet from one year to two years.
- In the City of Surat, it was found that 21.2 Per cent female Internet users were using Internet from two years to four years; 29.5 Per cent for more than four years; 23.8 Per cent for the last one year to two years whereas 15.6 Per cent had begun to use Internet for the last more than six months but less than one year, and 7.6 Per cent stated use of Internet in the past six months only.
- In the City of Rajkot, 20.6 Per cent female Internet users stated that they were using Internet from the last two to four years; 17.5 Per cent for more than four years; 18.8 Per cent Internet for the last one to two year whereas 22.9 Per cent had used Internet for more than six months but less than one year; and 19.2 Per cent of them reported use of Internet for the last past six months only.

- In case of the various other cities of the Gujarat State, 30.3 Per cent respondents expressed that they were using Internet from the last two to four years; 22.7 Per cent for more than four years; 20.6 Per cent for more than six months but less than one year; 13.5 Per cent had used Internet for the last one to two year, and 12.4 Per cent had begun use of Internet for the past six months only.
- The pattern that emerged from the above data analysis revealed that big number of respondents reported use of Internet for the last two to four years. Overall, 29.5 Per cent of them were had use of Internet for the last more than two to four years; 25.4 Per cent had been using Internet for the last more than four years whereas 14.3 Per cent reported use of Internet for one to two years; 19.9 Per cent for more than six months, but less than two years, and 10.7 Per cent had begun to use Internet for less than six months.

Table Number 4.9: Frequency of Use of Internet By Selected Female Internet Users

S.No.	Cities	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Frequency of Use of Internet	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Everyday	82(32.6)	87(34.8)	71(28.4)	64(28.8)	53(36.5)	357(31.9)
02	Each Alternate Day	68(27)	63(25.2)	86(34.4)	46(20.7)	38(12.8)	301(26.9)
	Total Heavy Internet Users	150(59.6)	150(60)	157(62.8)	110(49.5)	91(49.3)	658(58.8)
03	Twice a Week	19(7.5)	25(17.7)	48(19.2)	28(12.6)	15(10.3)	141(12.6)
04	At least once a Week	32(12.7)	25(22.7)	10(4)	36(16.2)	14(9.6)	110(9.8)
05	Once in a Fortnight	50(19.9)	51(20.4)	35(14)	48(21.6)	25(17.2)	208(18.6)
	Total light Internet users	101(39.4)	100(40)	93(37.2)	112(50.5)	54(37.1)	459(41.0)

Graph Number-4.7: Frequency of Use of Internet by Selected Female Internet Users



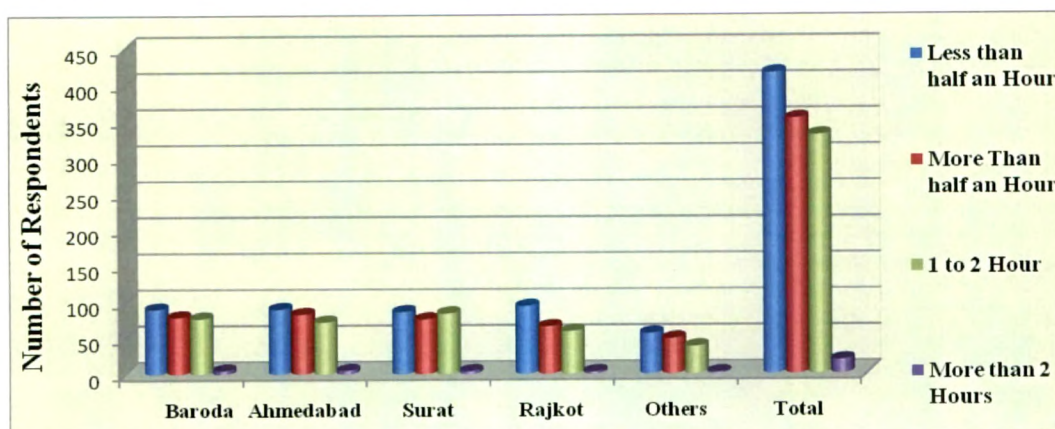
The analysis of data on frequency of use of Internet by selected female Internet users offered following results:

- In the City of Baroda, 32.6 Per cent of the selected female Internet users used Internet every day. 27 Per cent used it alternate days; 7.5 Per cent used Internet twice a week; while 12.7 Per cent reported use of Internet at least once a week, and 19.9 Per cent to them used Internet once in a fortnight.
- In the City of Ahmedabad, 34.8 Per cent of respondents used Internet everyday; 25.2 Per cent used Internet alternate days; 17.7 Per cent used Internet twice a week; 22.7 Per cent used Internet at least once in a week whereas 20.4 Per cent of them used Internet once in a fortnight.
- In case of the Surat City, Female Internet users stated that they had used Internet each alternate day (34.4 Per cent) followed by 28.4 Per cent of them used Internet every day, whereas 19.2 Per cent of the respondents used Internet twice a week and 14 Per cent at least once in a fortnight used Internet. Only 4 Per cent of them used Internet at least once a week.
- In the Rajkot City, 28.8 Per cent of the selected female Internet users used Internet everyday; 20.7 Per cent each alternate days; 12.6 Per cent used Internet twice a week; 16.2 Per cent once a week, and 21.6 Per cent of them reported use of Internet at least once in a fortnight.
- In case of the other cities of the Gujarat State, 36.5 Per cent of the selected female Internet users reported use of Internet each day; 12.8 Per cent used Internet each alternate days; 10.3 Per cent used Internet twice a week; 9.6 Per cent used Internet at least once a week, and 17.2 Per cent of them used Internet once in a fortnight.
- Based on above, it can be inferred that maximum number of selected female Internet users (31.9 Per cent) used Internet daily followed by uses of Internet every alternate day; once a week; twice a week, and every fortnight. Approximately fifty to sixty Per cent of female Internet users can be classified as **heavy Internet users**, who used Internet daily & or each alternate day, whereas rest of them can be called as were **light Internet users**, who used Internet at least once a week, twice a week or once in an every fortnight.

Table Number 4. 10: Sessional Length of Use of Internet by Selected Female Internet Users



S.No.	Cities	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Average Length of Session	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Less than Half an Hour	90(35.85)	90(36)	86(34.4)	94(42.34)	56(38.62)	416(37.2)
02	More Than Half an Hour	79(31.47)	83(33.2)	76(30.4)	66(29.72)	49(33.79)	353(31.5)
03	1 to 2 Hour	77(30.67)	72(28.8)	84(33.6)	59(26.57)	38(26.20)	330(29.5)
04	More than 2 Hours	5(1.99)	5(2)	4(1.6)	3(1.35)	2(1.37)	19(1.6)
05	Total Respondents	251	250	250	222	145	1118

Graph Number-4.8: Sessional Length of Use of Internet by Selected Female Internet Users



- In the City of Baroda, 35.85 Per cent of selected female Internet users used Internet for less than half an hour followed by for more than half an hour & for more than one to two hour. There were very few respondents who used Internet for more than two hours.
- In the City of Ahmedabad, 36 Per cent of respondents reported use of Internet for less than half an hour followed by half an hour(33.2 Per cent); more than one-two hours(28.8 Per cent), and for more than two hours(2 Per cent).
- In the case of Surat City, 30 to 34 Per cent of respondents stated that they were using Internet for all the chosen categories, and just 2 out of total number 250 female respondents used Internet for more than two hours.
- In the City of Rajkot, and for also in case of various other cities of the Gujarat State, similar pattern of use of Internet considering average length of session was found in the cities of Baroda & Ahmedabad.
- The pattern that emerged from overall data matched results and pattern of cities of Baroda, Ahmedabad.



Table Number 4.11: Selected Sources of Information of the Websites on Internet

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Selected Sources 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Advertisements on newspaper	25(9.9)	32(12.7)	15(6)	32(14.4)	14(9.6)	118(10.5)
02	Advertisements on TV	57(22.8)	43(17.2)	35(14)	48(21.6)	31(21.3)	214(19.4)
03	Ads Banners on the Home Page of the Websites	78(31.0)	65(26)	45(18)	3(1.3)	3(2)	194(17.35)
04	Hyper Links on the Home Page of the Websites	23(9.1)	54(21.6)	22(8.8)	16(7.2)	11(7.5)	126(11.27)
05	Hyper Links Through Search Engines	97(38.6)	97(38.8)	96(38.4)	76(34.2)	57(39.3)	423(37.8)
06	Online Books	12(4.7)	6(2.4)	30(12)	21(9.4)	18(12.6)	87(7.7)
07	Online Magazines	34(13.4)	33(13.2)	32(12.8)	28(12.6)	21(14.4)	148(13.23)
08	Blogs	21(8.3)	15(6)	18(7.2)	10(4.5)	7(4.8)	71(6.3)
09	Friends	75(29.8)	67(26.8)	62(24.8)	57(25.6)	48(33.4)	309(27.6)
10	Family Members	45(17.9)	87(34.8)	76(30.4)	45(20.2)	34(23.4)	287(25.6)
11	Colleagues	90(35.8)	76(30.4)	67(26.7)	78(35.1)	49(33.7)	360(32.2)
12	Relatives	10(3.9)	14(5.6)	39(15.6)	31(13.6)	24(16.5)	118(10.5)
13	Others	5(1.9)	5(2)	5(2)	3(1.3)	2(1.3)	20(1.7)

An attempt was made to find out sources of information through which selected respondents gathered information on websites available on Internet. The researcher received and found the similar trend across all the cities of Gujarat State.

- In the City of Baroda, Hyper Links through Search Engines topped the list of selected sources for getting information about the website (38.6 Per cent), followed by Ad banners on the home page of the website, colleagues and friends. The other sources reported less use and perceived importance.
- In the City of Ahmedabad, the most preferred sources were viz., colleagues, friends and family members followed by Ad banners on the home page of the websites; hyper links on the home page of the websites; hyper links through search engines; advertisement on the Television; advertisement in the newspaper; online books; online Magazines. Only 6 Per cent collected information from the blogs, and mere 2 Per cent from the other sources.
- The researcher discovered more or less similar pattern of responses also in case of cities viz., Surat, Rajkot and also in various other cities of Gujarat.
- The overall data revealed that the most popular source of gathering information on websites was hyperlinks through search engines followed by information received from colleagues, friends and family members. Ad banners on the home page of the websites; hyper links on the home page of the websites; hyperlinks through search engines; advertisements on the Television; advertisement in the newspaper; online books; online Magazines and blogs.

Table Number 4.12: Selected Female Internet Users' Responses To Online Advertisements

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Use of Internet for responding to an online advertisement or promotional offer 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Clicked a sponsored search ad	15(5.9)	8(3.2)	5(2)	3(1.3)	0(0)	31(2.7)
02	Clicked a product/service mailer	0(0)	0(0)	0(0)	1(.4)	0(0)	1(.1)
03	Participated in an online contest	26(10.3)	18(7.2)	12(4.8)	07(3.15)	02(1.37)	65(5.8)
04	Download attachment	44(17.5)	31(12.4)	58(23.2)	28(12.6)	25(17.2)	186(16.63)
05	Bought in a special promotion/deal	15(5.0)	10(4)	08(3.2)	07(3.1)	10(6.89)	50(4.4)
06	Clicked a banner ad	10(3.9)	18(7.2)	12(4.8)	04(1.8)	02(1.3)	46(4.1)
07	None of the above	241(96.7)	167(66.8)	155(62)	172(77.4)	106(73.1)	740(66.1)

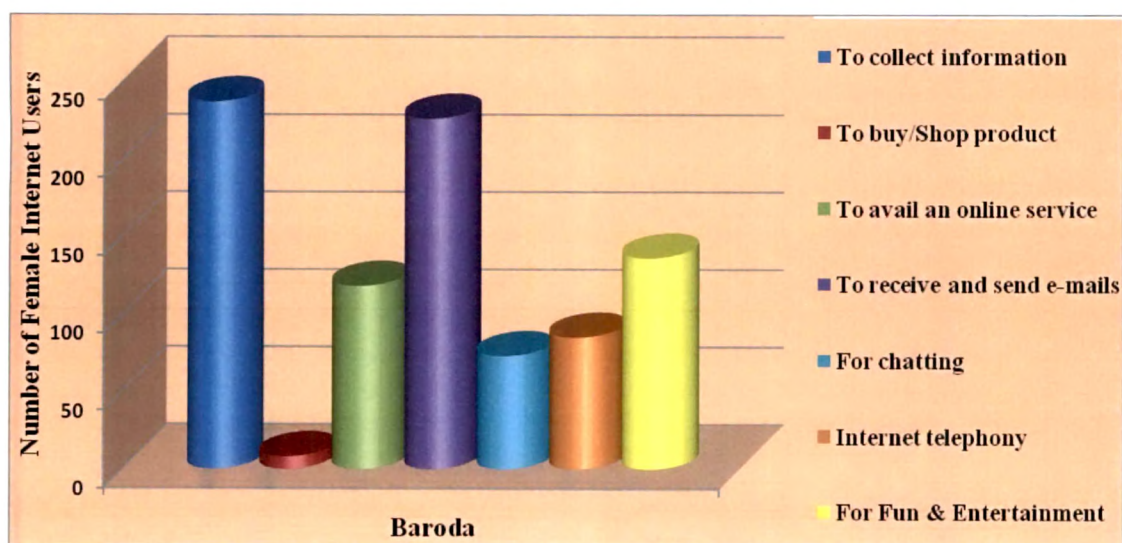
It mainly provided following results:

- In the City of Baroda, majority of the female respondent (96.7 Per cent) had not responded to an online advertisement or promotional offer; 17.5 Per cent of them had downloaded an attachment; 10.3 Per cent had participated in an online contest; 5.9 Per cent clicked a sponsored searched advertisement; 5 Per cent had bought a product under a special promotion or deal whereas 3.9 Per cent of them had clicked a banner advertisement. But none of them had clicked a product/ service mailer.
- Ahmedabad & Surat displayed the similar pattern of responses to an online advertisement or promotional alike Baroda City with minor variations.
- The City of Rajkot also revealed similar pattern except that a single respondent only had clicked a product/service mailer.
- In case of other cities none of the selected female Internet users clicked a sponsored advertisement or participated in an online contest, majority (73 Per cent) of respondents had not responded to an online advertisement or promotional offer. 17.2 Per cent had downloaded an attachment regarding the same while few had selected various other options.

Table Number 4.13: Generic Uses of Internet By Selected Female Internet Users

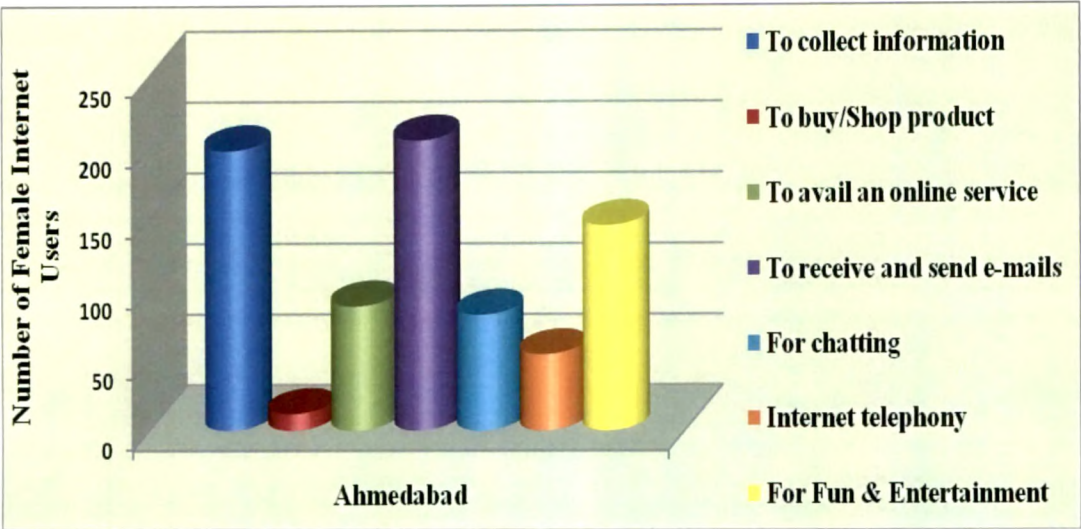
S. No.	Cities →	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Use of Internet ↓	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	To collect information	237(94.4)	198(79.2)	192(76.8)	200(90.1)	137(94.5)	964(86.2)
02	To buy/Shop product	8(3.1)	12(4.8)	4(1.6)	0(0)	0(0)	24(2.1)
03	To avail an online service	118(47)	88(35.2)	84(48.6)	65(29.2)	35(24)	390(34.8)
04	To receive and send e-mails	226(90)	205(82)	209(83.6)	156(70.2)	95(65.5)	891(79.6)
05	For chatting	73(29)	82(32.8)	78(32.8)	72(32.4)	21(14.4)	326(29.1)
06	Internet telephony	85(33.9)	54(21.6)	68(27.2)	66(29.7)	26(17.9)	299(26.7)
07	For Fun & Entertainment	136(54.1)	145(58)	110(44)	98(44.1)	56(38.6)	245(21.9)

Graph Number-4.9-A: Generic Uses of Internet in the Baroda City



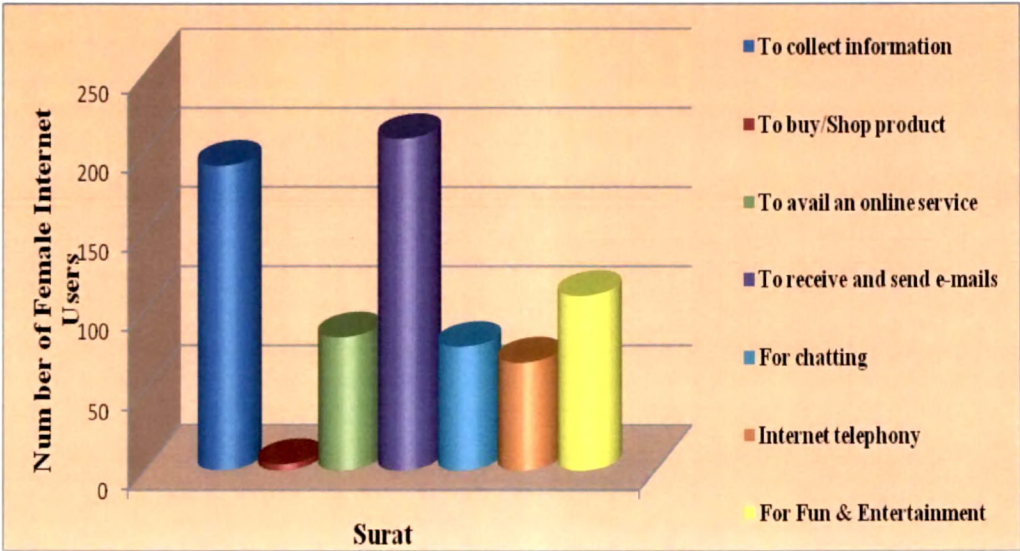
- Majority of female respondents of Baroda City used Internet to collect information & also to receive and send e-mails, followed by fun & entertainment. The next big category was use of Internet to avail online Internet service; chatting and for making international calls. Only 1 Per cent of respondents stated that they had used Internet for online buying of products.

Graph Number-4.9-B: Generic Uses of Internet in the Ahmedabad City

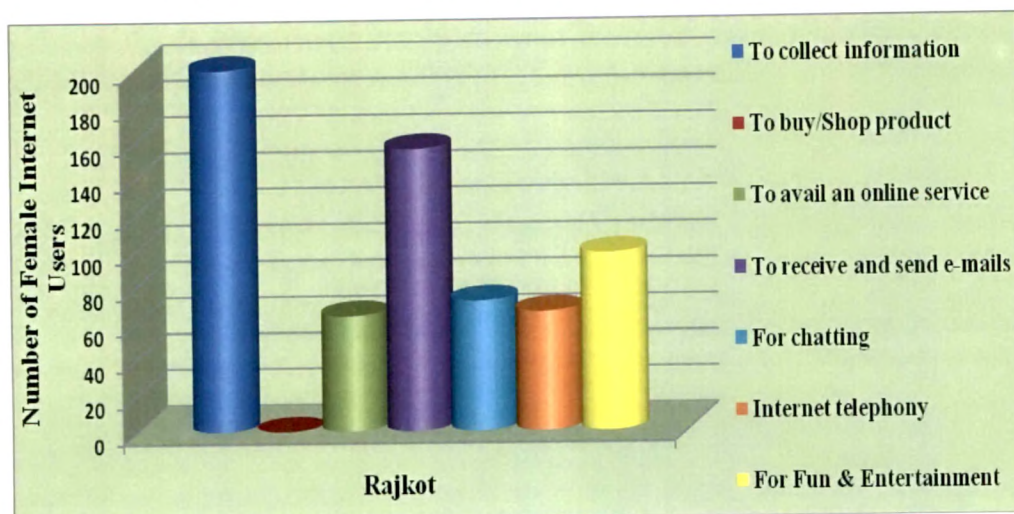


- In the City of Ahmedabad, unlike Baroda large number of respondents (80 Per cent) reported use of Internet to receive and send e-mail followed by collection of information for fun & entertainment. Approximately equal numbers of respondents used Internet for availing online services and also for chatting. But, only 4.8 Per cent had used Internet for online buying of products.

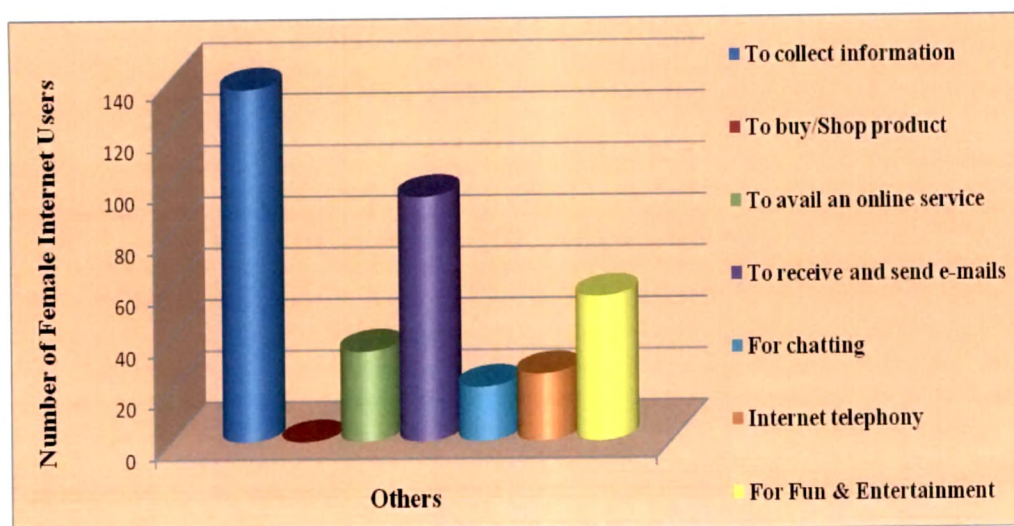
Graph Number-4.9-C: Generic Uses of Internet in the Surat City



Graph Number-4.9-D: Generic Uses of Internet in the Rajkot City

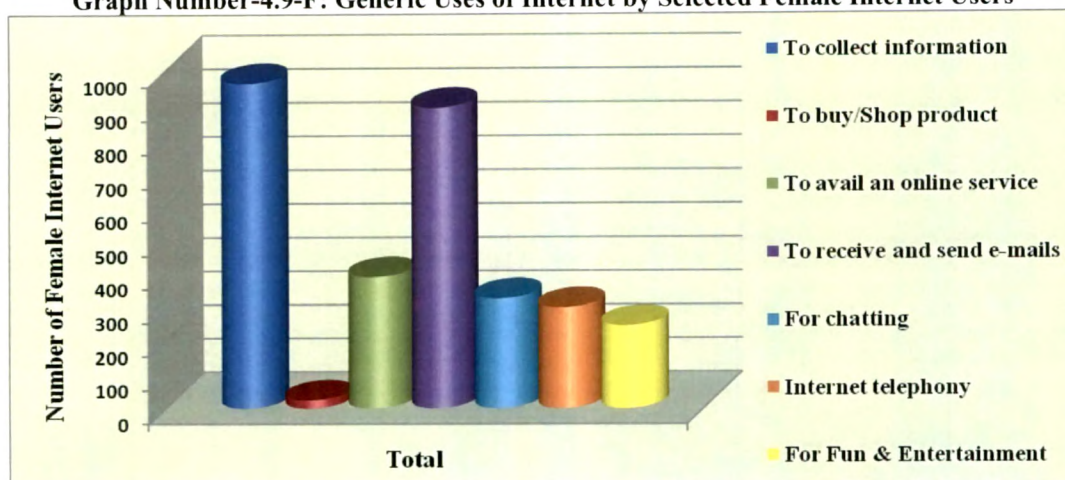


Graph Number-4.9-E: Generic Uses of Internet in Various Other Selected Cities of the Gujarat State



- It was found that selected female respondents of the cities of Surat, Rajkot and various other cities exhibited the similar pattern in use of Internet alike City of Ahmedabad, except that none of the female respondents of City of Rajkot and other cities had used Internet for online shopping of products.

Graph Number-4.9-F: Generic Uses of Internet by Selected Female Internet Users



- An overall data analysis based on data collected from female respondents from the selected cities of Gujarat State showed that 86.2 Per cent of female respondents used Internet to collect information, and 61.7 Per cent receive and send e-mail. 48.4 Per cent of them used Internet to avail online Internet service; 34 Per cent for chatting, and 33.5 Per cent made international call whereas 12.5 Per cent used Internet for online shopping of products.

Table Number 4.14: Information search and Collection of Information By Selected Female Internet Users

S.No.	Cities Selected Aspects & Sources of Information	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
		Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Education	184 (73.3)	157(62.6)	130(52)	144 (64.9)	96 (66.2)	711 (63.5)
02	News	140 (55.8)	90(36)	85(34)	108 (48.6)	75 (51.7)	498 (44.5)
03	Business	56 (22.3)	45(18)	80(32)	39 (17.6)	31 (21.4)	251 (22.4)
04	Companies	91 (36.3)	34(13.6)	46(18.4)	67 (30.2)	53 (36.6)	291 (26.0)
05	Government	54 (21.5)	49(19.6)	78(31.2)	42 (18.9)	31 (21.4)	254 (22.7)
06	Economy	52 (20.7)	54(21.6)	65(26)	19 (8.5)	32 (22.1)	222 (19.8)
07	Politics	5 (2.0)	16(6.4)	9(3.6)	3 (1.4)	2 (1.4)	32 (2.8)
08	Real Estate	20 (8.0)	42(16.8)	56(22.4)	15 (6.8)	12 (8.3)	145(12.9)
09	Product	38 (15.1)	34(13.6)	28(11.2)	26 (11.7)	24 (16.6)	150 (13.4)
10	Weather	5 (2.0)	4(1.6)	8(3.2)	3 (1.4)	2 (1.4)	22 (1.9)
11	Astrology	51 (20.3)	25(10)	34(13.6)	46 (20.7)	28 (19.3)	184 (16.4)
12	Travel	160(63.7)	145(58)	122(48.8)	83 (37.4)	62 (42.8)	572 (51.1)
13	Fashion	49 (19.5)	46(18.4)	38(15.2)	30 (13.5)	28 (19.3)	191 (17.0)
14	Sports	38 (15.1)	14(5.6)	12(4.8)	14 (6.3)	8 (5.5)	86 (14.1)
15	Health	44 (17.5)	18(7.2)	15(6)	31 (14.0)	23 (15.9)	131 (16.6)
16	Music	53 (21.1)	64(25.6)	56(22.4)	42 (18.9)	30 (20.7)	245 (22.2)
17	Movies	29 (11.6)	45(18)	34(13.6)	21 (9.5)	17 (11.7)	146 (13)
18	Videos	29 (11.6)	2(9.2)	20(8)	20 (9.0)	14 (9.7)	105 (9.3)
19	Gaming	33 (13.1)	35(14)	28(11.2)	29 (13.1)	18 (12.4)	143 (12.)
20	Job	98 (39.0)	56(22.4)	67(26.8)	69 (31.1)	59 (40.7)	349 (31.2)
21	Matrimonial Search	21 (8.4)	18(7.2)	12(4.8)	14 (6.3)	13 (9.0)	78 (6.9)



- In the City of Baroda, respondents used Internet to search and collect information on Education followed by Travel, News, Job and Companies. Between 10 to 20 Per cent of respondents also searched & gathered information on Business, Government, Economy, Product, Astrology, Fashion, Health, Sports, Music, Movies, Videos and Gaming. Politics, Real Estate, weather and Matrimonial search provided figure of less than 10 Per cent considering search for information on Internet in the City of Baroda.
- In case of Ahmedabad City too, Education was topped the list for search & gathering of information, followed by Travel & Music. In comparison to Baroda, Real Estate, Music and Movies received high score whereas search for Business was having fewer score than Baroda.
- Education has topped the list of selected aspects on which information is searched & collected, in the City of Surat, but comparatively less number of female Internet users (52 Per cent) were searching & collecting information on education. Education was followed by travel by 48.8 Per cent of respondents. News, business, economy & job were the other priorities of the female Internet users of Surat. Fashion, health & astrology were on the lower side of information search & collection.
- Rajkot & various other cities were having similar pattern of above 64 Per cent respondents searching & collecting information for education followed by News, travel, & job. Search for fashion was comparatively high in case of other cities than Rajkot.
- An overall picture revealed that mainly education, travel, news, job, business & companies are the selected aspects for search & collection of information.

Table Number 4.15: Selected Female Internet Users' Downloading Activities

S.No.	Cities Downloads	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
		Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Educational Study Material	180 (71.7)	156(62.4)	149(59.6)	146 (65.8)	91 (62.8)	722 (64.5)
02	Software	96 (38.2)	68(27.2)	50(20)	62 (27.9)	51 (35.2)	327 (29.2)
03	Screensavers	19 (7.6)	25(10)	18(7.2)	12 (5.4)	11 (7.6)	85 (7.6)
04	Wallpapers	19 (7.6)	12(4.8)	11(4.4)	16 (7.2)	11 (7.6)	69 (6.1)
05	Pictures	54 (21.5)	56(22.4)	34(13.6)	42 (18.9)	33 (22.8)	219 (19.5)
06	Mobile Ring Tones	25 (10.0)	15(6)	9(3.6)	16 (7.2)	13 (9.0)	78 (6.9)
07	Games	11 (4.4)	35(14)	28(11.2)	7 (3.2)	4 (2.8)	85 (7.6)
08	Videos	50 (19.9)	2(.8)	20(8)	33 (14.9)	27 (18.6)	132 (11.8)
09	Music	49 (19.5)	64(25.6)	56(22.4)	36 (16.2)	29 (20.0)	234 (20.9)
10	Movies	34 (13.5)	45(18)	34(13.6)	23 (10.4)	21 (14.5)	157 (14.0)

- As a trend Downloading of educational material topped the list in each of the selected City of the Gujarat State. In the case of City of Baroda, downloading of software emerged as second followed by downloading of pictures, videos, music, movies and mobile ring tones but downloading of games was very less.
- In Ahmedabad, after downloading of Education material, next priority was for downloading of software followed by music, pictures, movies and Games.
- In the City of Surat, similar pattern was found with a difference that downloading of mobile ring tones was found as very less & downloading of games was found as higher than Baroda.
- In case of Rajkot, downloading of pictures and games were comparatively higher than Baroda, rest was having more or less similar pattern.
- Overall pattern of downloading activities based on data analysis revealed that it was topped by the downloading of education material followed by software, music, pictures, movies, and video downloads. Games, wallpapers& screensavers received fewer responses in total downloading by female Internet users.

Table Number 4.16: Selected Female Internet Users' Availing of e-Services &Using Internet

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Selected e- Services 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Net banking	82 (32.7)	45(17.9)	52(20.8)	60 (27.0)	51 (35.2)	290 (25.9)
02	Buy travel products tickets	167(66.5)	134(53.6)	91 (36.4)	76 (34.2)	54 (37.2)	522 (46.6)
03	Online bill payment	85 (33.9)	23(9.2)	18(7.2)	12(5.4)	11(7.6)	149 (13.3)
04	Online Movie tickets	1 (.4)	0(0)	0(0)	0(0)	1 (.7)	2(.1)
05	Online stock trading	73 (29.1)	45(18)	28(11.2)	50 (22.5)	43 (29.7)	239 (21.3)
06	Check news	69 (27.5)	34(13.6)	25(10)	51 (23.0)	38 (26.2)	217 (19.4)
07	Read Magazines	82 (32.7)	18(7.2)	11(4.4)	7(3.2)	4(2.8)	122 (10.9)
08	Read Newspaper	65 (25.9)	36(14.4)	25(10)	52 (23.4)	34 (23.4)	212 (18.9)
09	E-greetings	112(44.6)	96(38.4)	41 (16.3)	36 (16.2)	20 (13.8)	303 (27.1)
10	Online Insurance services	1(.4)	0(0)	0(0)	1 (.5)	0 (0)	1 (.1)

- In the City of Baroda, It was topped by online booking of travel tickets, followed by sending e-greetings that showed social bonding of female Internet users of City of Baroda. Net banking, online bill payment, reading Magazines and Newspaper as well as online stock trading, and accessing of news were the various other e-services that were availed by about 25 to 33 Per cent of female Internet users in City of Baroda. Booking of Online Movie tickets & reading online insurance services were availed by only one respondent out of total number of 251 respondents in the City of Baroda.

- In case of Ahmedabad City also majority of them had booked online travel tickets followed by e-greetings, but in comparison to Baroda online bill payment was one third times less. Online reading of magazines and News papers, stock trading was found also comparatively less in City of Ahmedabad.
- The City of Surat showed comparatively less online booking of travel tickets, followed by net banking & e-greeting and other e-services. None of the respondents had booked online movie tickets and had not availed online insurance services also alike City of Ahmedabad.
- Rajkot & Other cities exhibited similar pattern in availing of e-services alike cities of Ahmedabad Baroda & Surat.
- In case of different cities, apart from 46.4 Per cent respondents who booked online travel tickets, Internet was used for net banking, Newspaper reading as well as for online stock trading by the respondents.
- As usual only 2 of the female Internet users had booked online movie tickets and none of them had availed online insurance services.

Table Number 4.17: Selected Female Internet Users' Online Buying of Products

S.No.	Cities Products	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
		Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Computer Hardware	19 (7.6)	0 (0)	0 (0)	0 (0)	0 (0)	19(1.6)
02	Computer software	19 (7.6)	5(2)	2(.8)	16 (7.2)	9 (6.2)	51 (4.5)
03	Games CDs	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
04	Music CDs	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
05	Magazines	10 (4.0)	6(2.4)	5(2)	2(.9)	6 (4.1)	29(2.5)
06	Books	15 (6.0)	10(3.8)	5(2)	2(.9)	8 (5.5)	40 (3.5)
07	Electronic Appliances	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0(0)
08	Cloths	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0(0)
09	Shoes	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
10	Furniture	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
11	Flowers	5 (2.0)	2(.8)	1(.4)	0 (0)	0 (0)	8 (1.1)
12	Jewellery	19 (7.6)	10(4)	8(3.2)	0 (0)	0 (0)	60 (5.3)
13	Gift items	12(4.7)	14(5.6)	10(4)	12 (5.4)	11 (7.6)	36(3.2)
14	Sports Fitness	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0(0)

The data analysis of online buying of Selected Product using Internet by respondents revealed following:

- In case of cities of Baroda, Ahmedabad and Surat, it was found that selected female Internet users were not much interested in online buying of products. Only Computer Hardware, software, Magazines, books, jewellery, flowers and gift items were the categories for which few online purchases were found.

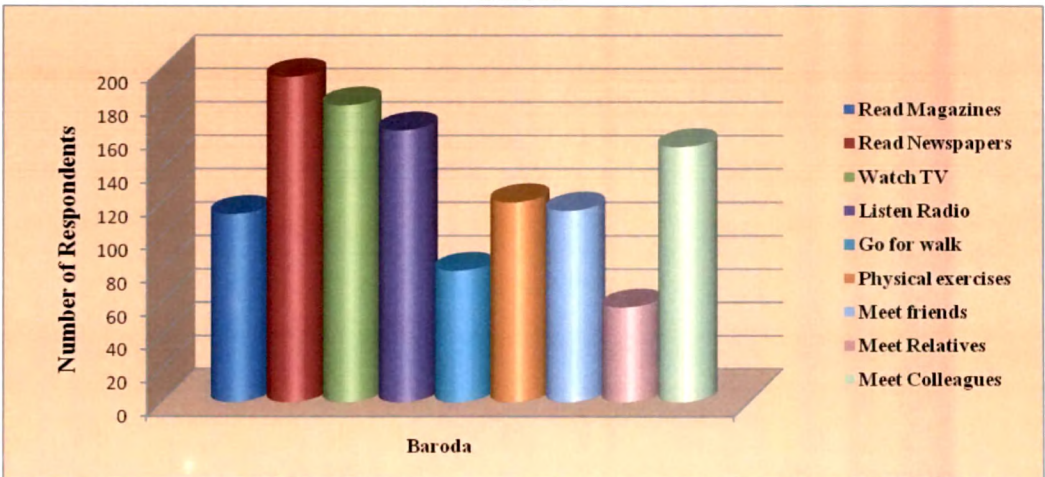
- In case of Rajkot City & other cities of Gujarat State showed that only for online buying of computer software, books, magazines and gift items were made.
- Above mentioned categories were the only categories which were considered for online buying. For rest of the things respondents don't prefer online buying, may be because of sense of safety & security, which lacks in case of online buying.

5.2: DATA ANALYSES OF ACTIVITIES, INTRESTS & OPINIONS OF FEMALE INTERNET USERS

Table Number- 4.18: Daily Activities of Selected Female Internet Users

S.No.	Cities	City wise Classification of Respondents(Number and Per cent)					Total Number& Per cent of Respondents
	Daily Activities	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Read Magazines	113(45.0)	89(35.6)	122(48.8)	97(43.7)	66(45.5)	510(45.6)
02	Read Newspapers	195 (77.7)	207(82.8)	214 (85.6)	165 (74.3)	115 (79.3)	873 (78.1)
03	Watch TV	178 (70.9)	183 (73.2)	190 (76.0)	163 (73.4)	107 (73.8)	821 (73.4)
04	Listen Radio	163 (64.9)	162 (64.8)	138 (55.2)	141 (63.5)	99 (68.3)	703 (62.9)
05	Go for walk	79 (31.5)	79 (31.6)	77 (30.8)	78 (35.1)	48 (33.1)	361 (32.3)
06	Physical exercises	120 (47.8)	119 (47.6)	106 (42.4)	98 (44.1)	70 (48.3)	513 (45.9)
07	Meet friends	115 (45.8)	114 (45.6)	128 (51.2)	101 (45.5)	70 (48.3)	528 (47.2)
08	Meet Relatives	57 (22.7)	57 (22.8)	52 (20.8)	63 (28.4)	35 (24.1)	264 (23.6)
09	Meet Colleagues	153 (61.0)	153 (61.2)	149 (59.6)	118 (53.2)	89 (61.4)	662 (59.2)

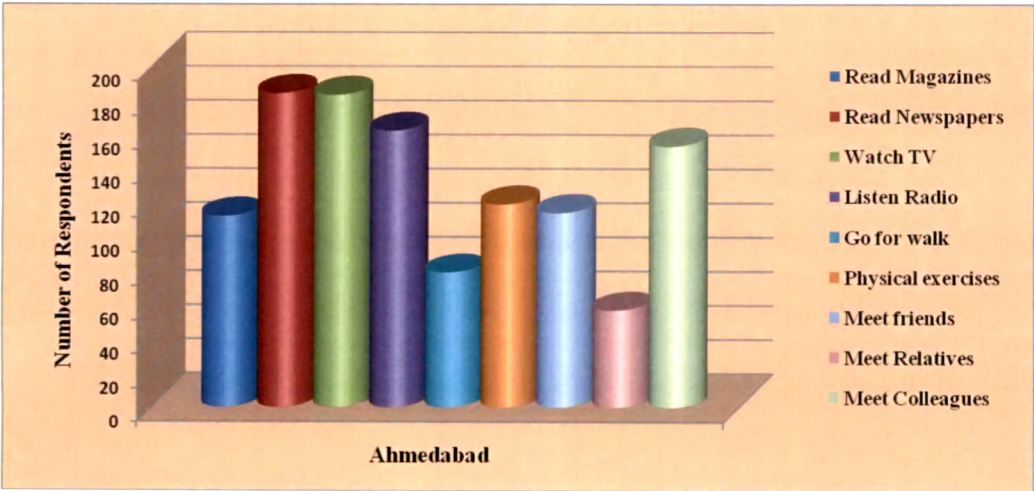
Graph Number-4.10-A: Daily Activities of Selected Female Internet Users in the City of Baroda



The daily activities of the respondents from various selected cities of Gujarat provided following findings:

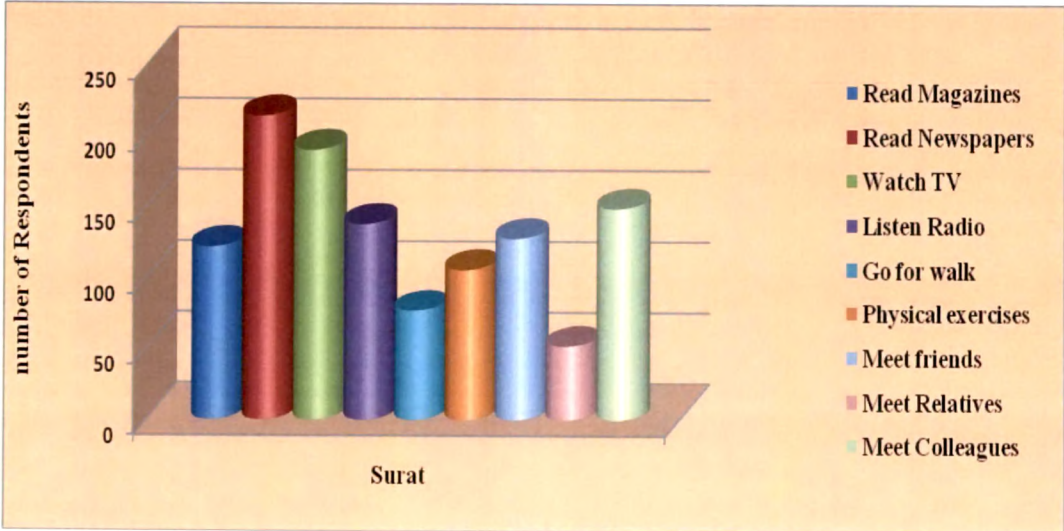
In case of the Baroda City majority of respondents (77.7 Per cent) read newspapers. 70.9 Per cent of them had preferred to watch T.V; followed by 64.9 Per cent who listened to the Radio. 61 Per cent met colleagues in their free time whereas 47.8 Per cent did physical exercises. 45.8Per cent of them met friends and 45Per cent of the read magazines; 31.5 Per cent reported that they go for a walk, and 22.7 Per cent met relatives.

Graph Number-4.10-B: Daily Activities of Selected Female Internet Users in the City of Ahmedabad



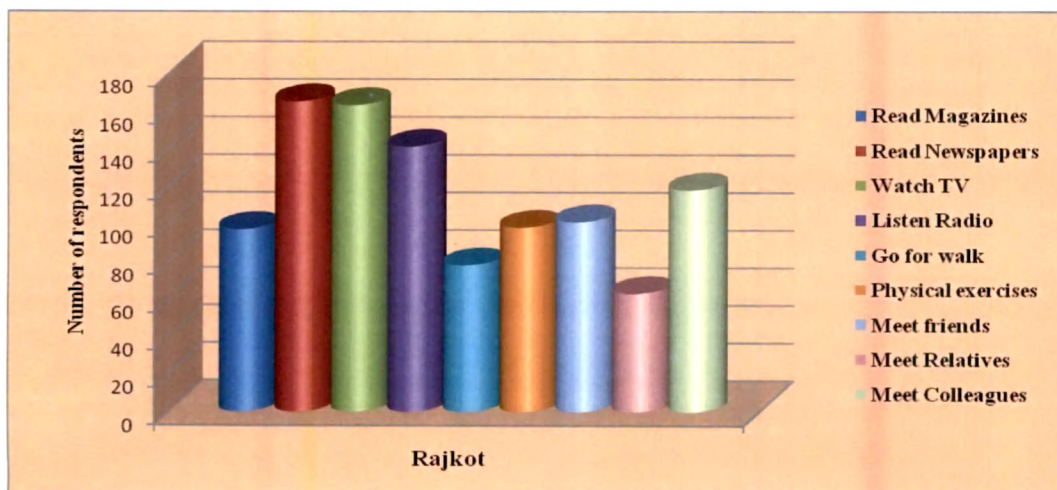
➤ In case of Ahmedabad City, similar trend was found. Reading of Newspapers had topped the list of daily activities with 82.8 Per cent, followed by watching T.V with 73.2 Per cent; listening to the Radio; Meeting Colleagues in their free time & Physical Exercises.

Graph Number-4.10-C: Daily Activities of Selected Female Internet Users in the City of Surat



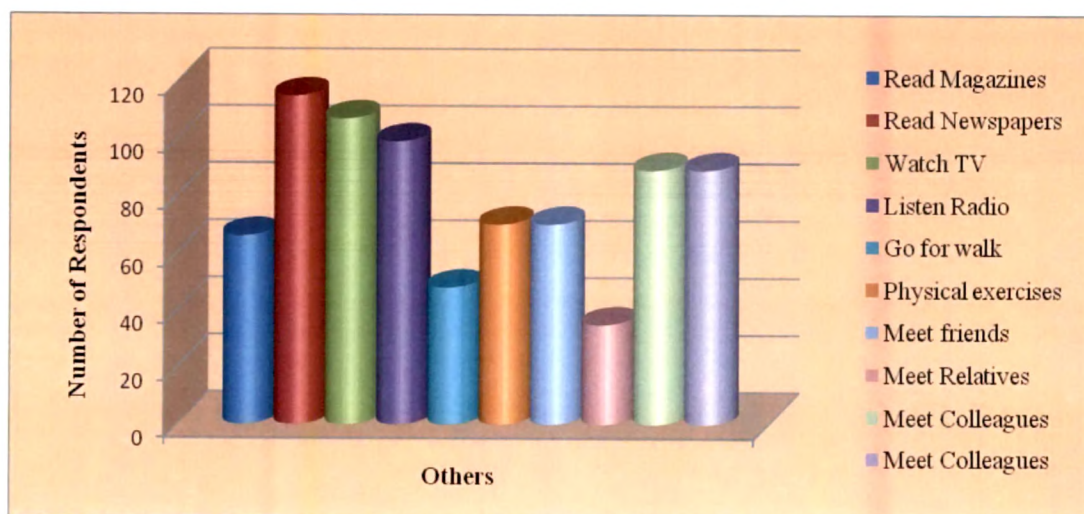
- The researcher found similar trend in case of the City of Surat, where 85.6 Per cent of the selected female Internet users preferred to read newspapers and it topped the list of their daily activities followed by various other activities. Although, the respondents who favourably reported for 'Going for Walk and Physical exercise' were comparatively less in the City of Surat compared to Baroda and Ahmedabad.

Graph Number-4.10-D: Daily Activities of Female Internet Users in the City of Rajkot



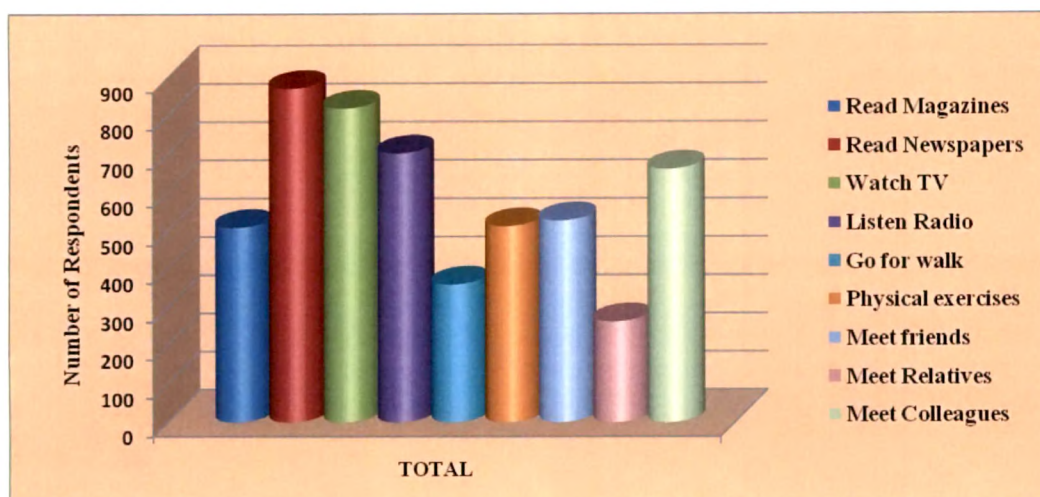
- In case of the City of Rajkot, all of the daily activities were performed comparatively in lesser percentages in comparison to City of Baroda, Ahmedabad, & Surat but meeting with relatives' was having higher Per cent.

Graph Number-4.10-E: Daily Activities of Female Internet Users in Selected Various of the Cities of Gujarat State





- In case of various other selected cities of the Gujarat State too, the researcher discovered similar pattern with 79.3 Per cent of the respondents favourably reported on reading of newspapers; followed by watching T.V(73.8 Per cent); listening of the Radio(68.3Per cent); 61.4 Per cent meeting colleagues was found as high (61.4 Per cent). Physical exercise & walk were not found as much preferred.

Graph Number-4.10-F: Daily Activities of Total Female Internet Users in the Selected cities of Gujarat

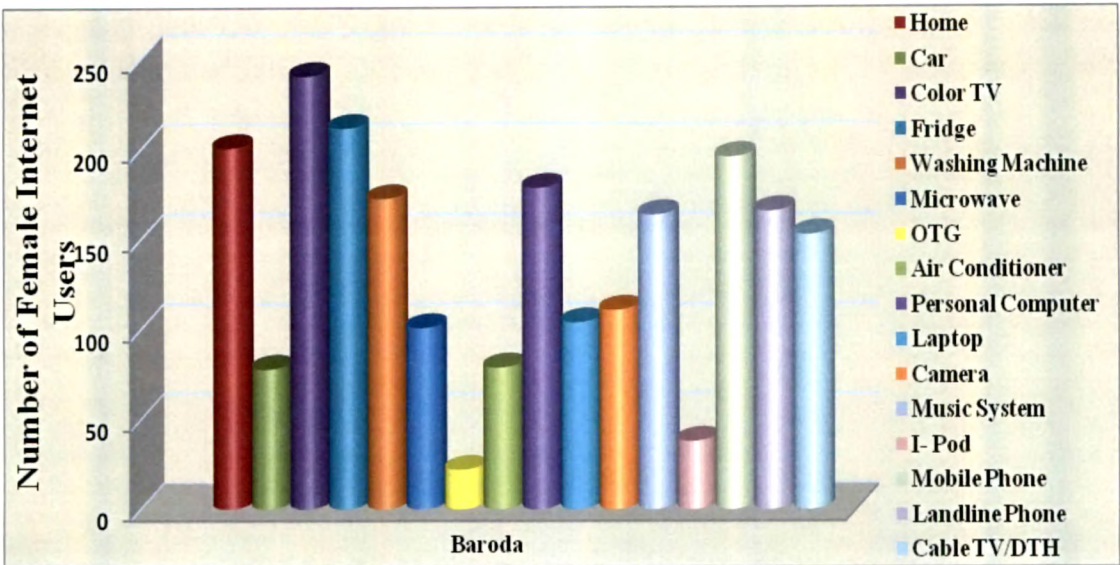


- Overall data analysis also reflected the similar priorities in terms of daily activities amongst the selected female Internet users with a little difference in its overall Per cent ages.

Table Number 4. 19: Products Owned by Selected Female Internet Users

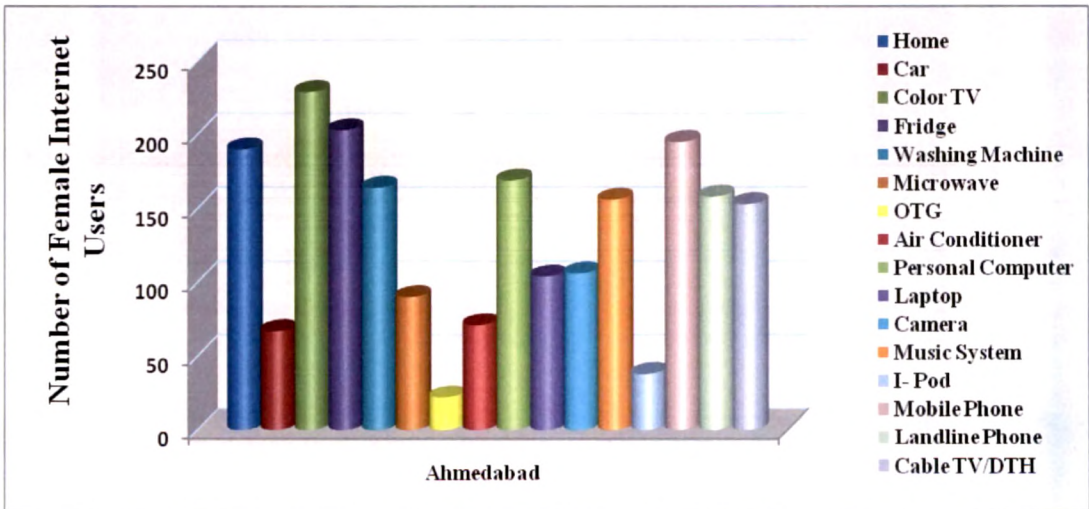
S. No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Assets owned 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Home	201(80.1)	190 (76.0)	176 (70.4)	173 (77.9)	110 (75.9)	850 (76.0)
02	Car	78 (31.1)	67 (26.8)	113 (45.2)	71 (32.0)	42 (29.0)	371 (33.2)
03	Color TV	241 (96.0)	229 (91.6)	240 (96.0)	212 (95.5)	140 (96.6)	1062 (95.0)
04	Fridge	212 (84.5)	203 (81.2)	228 (91.2)	190 (85.6)	124 (85.5)	957 (85.6)
05	Washing Machine	173 (68.9)	164 (65.6)	187 (74.8)	156 (70.3)	102 (70.3)	782 (69.9)
06	Microwave	101 (40.2)	90 (56.0)	99 (39.6)	94 (42.3)	59 (40.7)	443 (39.6)
07	OTG	22 (8.8)	22 (8.8)	21 (8.4)	27 (12.2)	13 (9.0)	105 (9.4)
08	Air Conditioner	79 (31.5)	71 (28.4)	111 (44.4)	73 (32.9)	43 (29.7)	377 (33.7)
09	Personal Computer	179 (71.3)	169 (67.6)	195 (78.0)	150 (67.6)	106 (73.1)	799 (71.5)
10	Laptop	104 (41.4)	104 (41.6)	112 (44.8)	91 (41.0)	62 (42.8)	473 (42.3)
11	Camera	111 (44.2)	106 (42.4)	104 (41.6)	105 (47.3)	64 (44.1)	490 (43.8)
12	Music System	164 (65.3)	156 (62.4)	161 (64.4)	151 (68.0)	97 (66.9)	729 (65.2)
13	I- Pod	38 (15.1)	38 (15.2)	47 (18.8)	29 (13.1)	23 (15.9)	175 (15.7)
14	Mobile Phone	196 (78.1)	195 (78.0)	203 (81.2)	178 (80.2)	114 (78.6)	886 (79.2)
15	Landline Phone	166 (66.1)	158 (63.2)	187 (74.8)	149 (67.1)	97 (66.9)	757 (67.7)
16	Cable TV/DTH	153 (61.0)	153 (61.2)	152 (60.8)	146 (65.8)	88 (60.7)	692 (61.9)

Graph Number-4.11-A: Assets Owned by Selected Female Internet Users in the City of Baroda



- In the City of Baroda majority of female Internet users reported ownership of fridge; colour T.V.; personal computer; Music system; car; home & washing machine. 40 to 44 Per cent of them owned a microwave; Laptop; camera; mobile phone; landline phone & Cable TV or a DTH. 31.5 Per cent & 15 Per cent of respondents reported ownership of owned air conditioner & I Pod respectively while only 8.8 Per cent possessed an OTG.

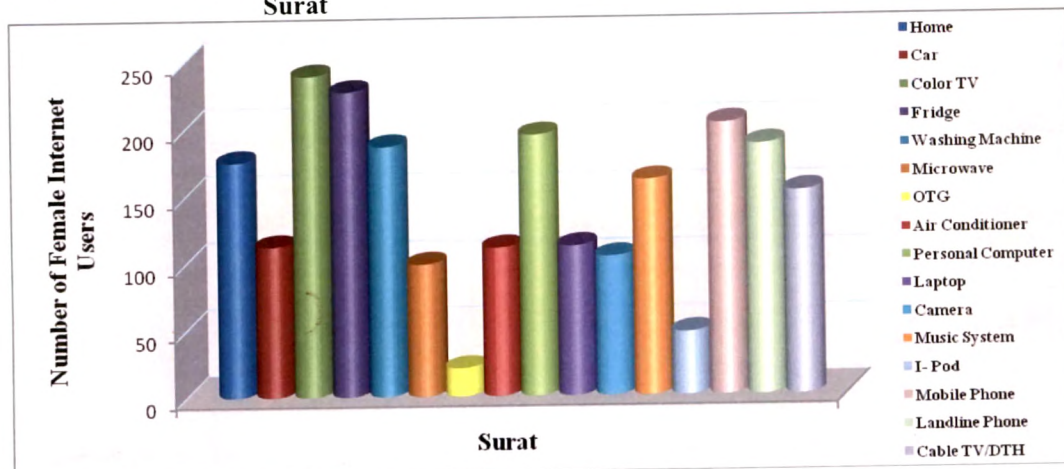
Graph Number-4.11-B: Assets Owned by Selected Female Internet Users in the City of Ahmedabad



- In case of the City of Ahmedabad, 76 Per cent the female Internet users possessed a house; majority of them owned a Car; Colour T.V; Fridge; Personal Computer; Music System; Washing Machine; Mobile Phone; Landline Phone & Cable TV or a DTH. Among rests of the categories, 56 Per cent owned a Microwave and 42.4 Per cent a Camera of their own.

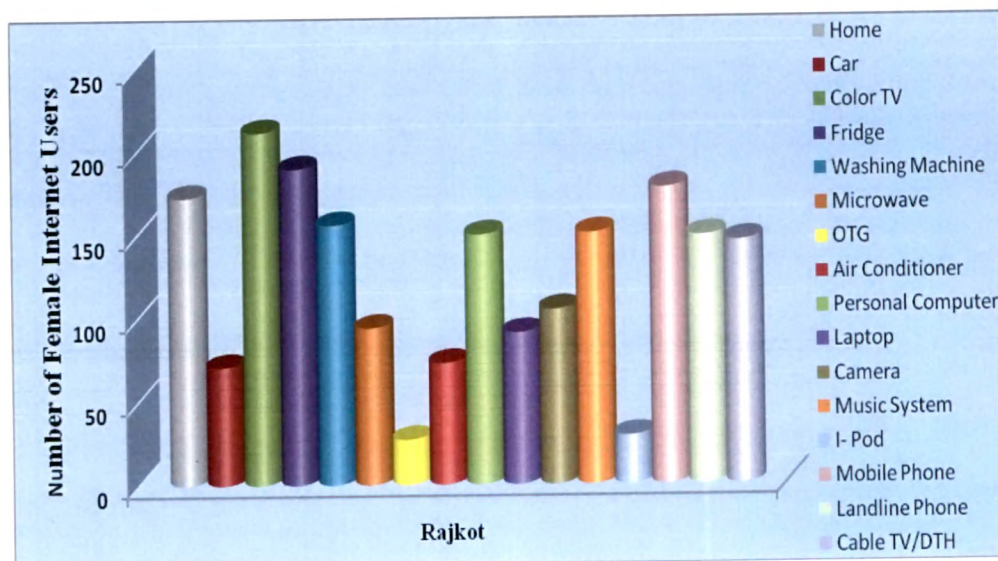
41.6 Per cent reported ownership of a Laptop and 28.4 Per cent owned an Air Conditioner; whereas 15.2 Per cent owned an I-Pod and only 8.8 Per cent possessed an OTG.

Graph Number-4.11-C: Assets Owned by Selected Female Internet Users in the City of Surat



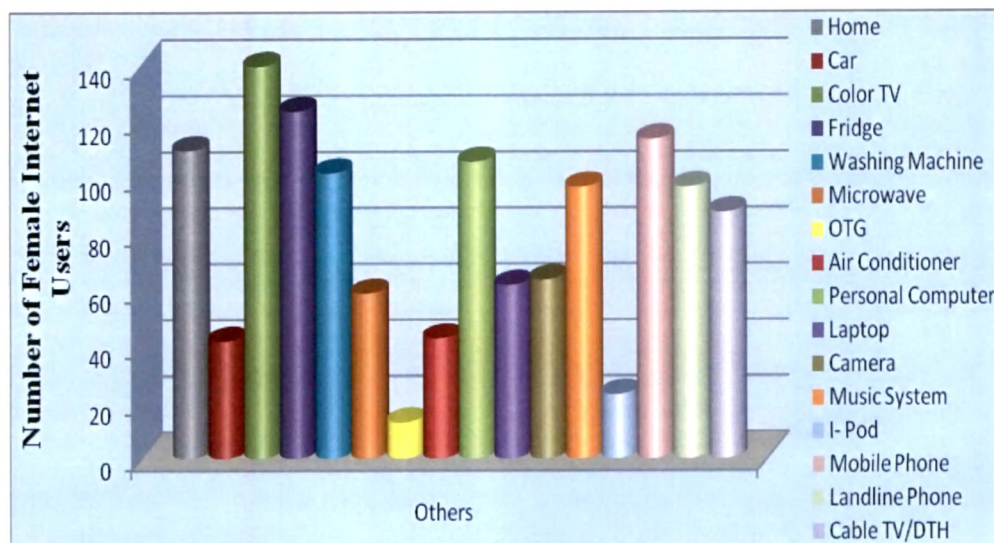
- The researcher found similar trend in the City of Surat except variations in ownership of Car, Air Conditioner & Landline Phones which was found as high in Surat.

Graph Number-4.11-D: Assets Owned by Selected Female Internet Users in the City of Rajkot



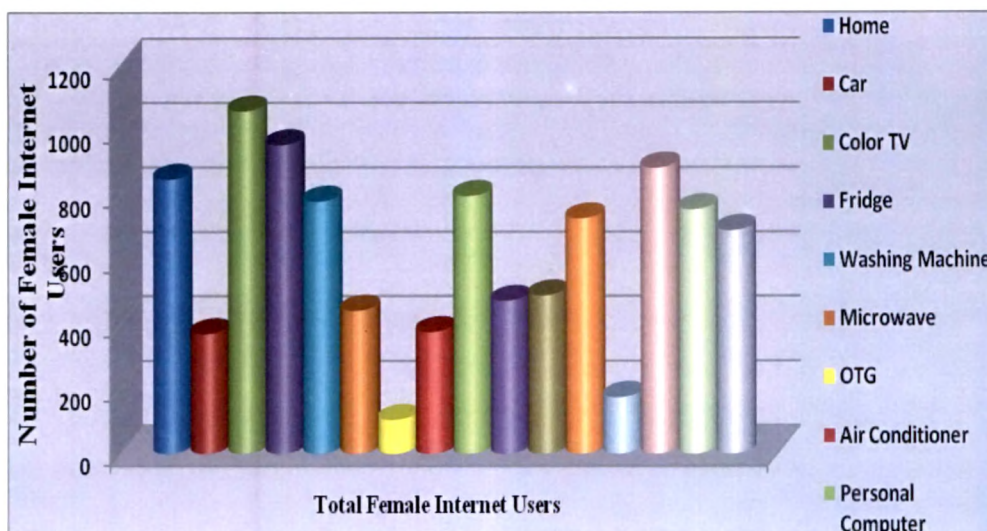
- In the City of Rajkot too, majority of respondents possessed Home; Fridge; Colour T.V; Personal Computer; Music System; Washing Machine; Mobile Phone; Landline Phone and Cable TV or a DTH. above 40 Per cent owned a Microwave; Camera; Laptop & Air Conditioner. 32 Per cent owned Car while 12.2 Per cent possessed an OTG & I- Pod.

Graph Number-4.11-E: Assets Owned by Selected Female Internet Users in Various Other Selected Cities of the Gujarat



- In case of other cities also the pattern was found similar which showed that Lifestyle of majority of Internet users is more or less similar.

Graph Number-4.11-F: Assets Owned by Selected Female Internet Users in Various other Selected Cities of Gujarat



- The data analysis provided the patterns which revealed that 85.6 Per cent respondents reported ownership of a Fridge; 76 Per cent a House; 71.5 Per cent Personal Computer; 33.2 Per cent Car; 95 Per cent Colour T.V; 69.9 Per cent Washing Machine; 39.6 Per cent Microwave; 33.7 Per cent Air Conditioner; 42.3 Per cent Laptop; 43.8 Per cent Camera; 65.2 Per cent Music system; 15.7 Per cent I-Pod; 79.2 Per cent Mobile Phone whereas 67.7 Per cent of them was having a Landline Phone, and 61.9 Per cent had Cable TV or a DTH. But, only 9.4 Per cent possessed an OTG.

Table Number 4.20: Vehicle Driven by Female Internet Users

S.No.	Cities	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Vehicle Driven	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Two-wheeler	172 (68.5)	141 (60.4)	152 (60.8)	154 (69.4)	99 (68.3)	749 (67.0)
02	Four-wheeler	31 (12.4)	59 (23.6)	47 (18.8)	20 (9.0)	20 (13.8)	149 (13.3)
03	Both	48 (19.1)	50 (20)	51 (20.4)	43 (19.4)	26 (17.9)	215 (19.2)
04	None	0(0.0)	0 (0.0)	0 (0.0)	5 (2.3)	0 (0.0)	5 (0.4)



- In the case of ownership of vehicles, it was found that in case of Baroda City, 68.5 Per cent respondents owned a Two-Wheeler; 12.4 Per cent owned Four Wheeler and 19.1 Per cent possessed both that is Two Wheeler and Four Wheeler.
- In Ahmedabad, 60.4 Per cent sample units reported ownership of a Two Wheeler; 23.6 Per cent owned Four Wheeler and 20 Per cent possessed both of it.
- The City of Surat showed similar trend where 60.8 Per cent owned a Two Wheeler; 18.8 Per cent owned Four Wheeler, and 20.4 Per cent possessed both the category of vehicles.
- In case of the Rajkot City, 69.4 Per cent of the sample population owned a Two Wheeler; but mere 9 Per cent of them owned Four-Wheeler, where 19.4 Per cent reported ownership of both. But, 2.3Per cent did not own either of the vehicles.
- In case of the various other cities of Gujarat State also, majority of the selected female Internet users (68.3Per cent) owned a Two Wheeler; 13.8 Per cent owned Four Wheeler and 17.9 Per cent possessed both of it.
- It can be concluded that out of the total respondents' population, 67 Per cent owned Two Wheelers; 13.3 Per cent were the owners of Four Wheelers, and 19.2 Per cent possess both of it. But, 0.4 Per cent possessed neither of it.

Table Number 4.21: Online Memberships of Female Internet Users

S.No.	Cities	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Online Memberships	Baroda	Ahmedabad	Surat	Rajkot	Others	
01		64 (25.49)	57 (22.8)	44 (17.6)	20 (9.09)	32 (22.06)	217 (19.40)

It was found that except in case of the Rajkot City, where only 9Per cent of respondents were the members of the online community, in the cities of Baroda, Ahmedabad & in case of various other cities of the Gujarat State 20 to 25 Per cent of respondents reported were the members of the online community. Surat was also having fewer Per cent of members of the online community.



Table Number 4.22: Investment Preference of Selected Female Internet Users

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Preference of Investment 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	LIC	154 (62.1)	143 (57.2)	194 (77.6)	145 (65.3)	80 (55.2)	716 (64.0)
02	Mediclaim	106 (42.2)	166 (66.4)	141 (56.4)	146 (65.8)	97 (66.9)	656 (58.6)
03	Shares	78 (31.1)	58 (23.2)	109 (43.6)	62 (27.9)	48 (33.1)	375 (33.5)
04	Debentures	44 (17.5)	22(8.8)	89 (35.6)	32 (14.4)	26 (17.9)	235 (21.0)
05	Mutual Funds	114 (45.4)	96 (38.4)	123 (49.2)	98 (44.1)	64 (44.1)	495 (44.27)
06	Post Office	65(25.89)	26 (10.4)	62 (24.8)	17 (7.7)	6 (4.1)	176 (15.8)
07	Bank & other investments with banks	65 (25.89)	30(12)	10 (4.0)	5 (2.3)	9 (6.2)	129(11.53)

The data analysis for Investments preferences made by selected female Internet users' reviewed following:

- In the City of Baroda, majority of the respondents had invested in Mediclaim (66.1 Per cent) followed by LIC (57 Per cent); Mutual Funds (45.4 Per cent); Shares (31.1 Per cent). Post Office and Other Investments were made in Banks (25.89 Per cent), and Debentures (17.5 Per cent).
- In case of Ahmedabad City, Investment preferences showed similar trend like City of Baroda. However, less Per cent of respondents were interested in investment in Mediclaim as compared to LIC.
- In the City of Surat too majority of the selected female Internet users (77.6 Per cent) preferred mode of investment was LIC followed by Mediclaim; Mutual Funds; Debentures; Shares; Post Office, and Banks.
- In case of the City of Rajkot, respondents provided uniform preferences for LIC and Mediclaim (65.3 Per cent); Mutual Funds (44.1 Per cent); Shares (27.9 Per cent); followed with invested in Post Office (7.7 Per cent) whereas 2.3 Per cent opted for investment in Banks and other investments with Banks had 14.4 Per cent had also invested in Debentures.
- In case of various other cities of the Gujarat State, majority of the respondents had invested in Mediclaim (66.9 Per cent); LIC(55 Per cent); Mutual Funds(44.1 Per cent); Shares(33.1 Per cent); Post Office(4.1 Per cent), and Banks (6.2 Per cent) and other investments with Banks, and Debentures (17.9 Per cent).
- An overall pattern revealed that the majority of the selected female Internet users (64 Per cent) had interested in Mediclaim followed by LIC; Mutual Funds; Shares; Post Office; Banks and Debentures.



Table Number 4.23: Credit Cards and Debit Cards Holdings of Selected Female Internet Users

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number & Per cent of Respondents
	Cards 	Baroda	Ahmedabad	Surat	Rajkot	Others	
01	Debit Cards	166(66.1)	140(66.0)	133(53.2)	137(62.0)	102(70.3)	703(62.9)
02	Credit Cards	61(24.3)	46(24.4)	76(30.4)	51(23.0)	39(26.9)	288(25.8)
03	BOTH	57(22.7)	50(20)	28(11.2)	42(18.9)	35(24.1)	219(19.6)
04	None	18(7.2)	97(38.8)	103(41.2)	14(6.3)	11(7.6)	164(14.7)

The data throws a light on the use of the credit/debit cards by the selected sample of the female Internet users.

- In the City of Baroda, 66.1 Per cent of respondents had obtained Debit Card whereas 24.3 Per cent of them were having Credit Card; 22.7 Per cent used both whereas 7.2 Per cent used none of these cards.
- The data analysis of Ahmedabad City showed that 66 Per cent of the respondents used Debit card; 24.4 Per cent used Credit card; 20 Per cent used both, and 38.8 Per cent used none of it.
- In the City of Surat, 53.2 Per cent used Debit Card; 30.4 Per cent used Credit Card, whereas 11.7 Per cent used either credit cards or both but 41.2 Per cent respondents had not used any of the card.
- In the City of Rajkot, 62 Per cent of respondents favourably reported on use of Debit Cards whereas 23 Per cent had used Credit Card. 18.9 Per cent of respondents stated that they had used all credit cards or both and 6.3 Per cent reported that they used none of the credit cards.
- In the other cities of the Gujarat State, 70.3 Per cent of the selected female Internet users used Debit Card; 26.9 Per cent used Credit Card; 24.1 Per cent used both and 7.5 Per cent used none of it.
- An overall pattern revealed that the majority of respondents had used Debit Card (62.9 Per cent) whereas 19.6 Per cent reported use of used both the cards, and 14.7 Per cent used none of it.

Table Number 4.24: Loans Aailed By Selected Female Internet Users

S.No.	Cities 	City wise Classification of Respondents (Number and Per cent)					Total Number& Per cent of Respondents
	Loans 	Baroda	Ahmedabad	Surat	Rajkot	Others	
	Home	120(47.8)	134 (53.4)	164 (65.3)	93 (41.8)	58 (40)	569 (50.8)
02	Car	64 (25.8)	56 (22.4)	90 (36)	61 (27.4)	38 (26.2)	309 (27.6)
03	Two wheeler	15 (5.9)	9 (3.6)	0 (0.0)	8(3.6)	14 (9.6)	46 (4.1)
04	Refrigerator	0(0.0)	4 (1.6)	0(0)	0 (0.0)	2 (.9)	6 (.5)
05	Washing Machine	0 (0.0)	0 (0.0)	0(0.0)	0 (0.0)	0 (0.0)	0(0.0)
06	Air Conditioner	2 (.7)	0(0.0)	0(0.0)	0(0.0)	2 (.9)	4 (.3)
07	Personal Computer	10 (3.9)	3 (1.2)	6 (2.4)	4 (1.8)	6 (4.1)	29 (2.5)

The data analysis provided following results regarding the loans availed for the purchase of the various assets and appliances by selected female Internet users in the selected cities in the State of Gujarat.

- In the City of Baroda, maximum respondents (47.8 Per cent) took loan for purchase of house followed by purchase of Car (25.4 Per cent) whereas small number of respondents had taken loan to buy Two-wheeler, Computer & AC. None of the respondents had taken loan for Washing Machines & Refrigerator.
- In case of the City of Ahmedabad, 53.4 Per cent of the respondents availed loan for purchase of House and Car (22.4 Per cent) followed by buying of Refrigerator (1.6 Per cent) & Computer (1.2 Per cent). None of them took loan to buy Air Conditioner & Washing Machines.
- In case of Surat, 65.3 Per cent of the respondents had taken housing loan whereas 3.6 Per cent of them purchased a Car followed by 7.6 Per cent took loan for buying of Refrigerator, whereas 2.4 Per cent took loan for Computer. None of the sample respondents had availed loans to buy Two-Wheelers & Washing Machine.
- In the City of Rajkot, 41.8 Per cent of the respondents took loan for purchase of House; 27.4 Per cent to buy a Car; 3.6 Per cent for buying Two-Wheelers, and only 1.89 Per cent had taken loan for buying Computer. None of them took loans to buy Refrigerator, Washing Machine and Air Conditioner.
- In case of various Other Cities of the Gujarat State, 40 Per cent had taken loan for purchase of House; 26.2 Per cent for buying a Car; 9.6 Per cent buy a Two-Wheeler. 4.1Per cent for Computer, while only.9 Per cent took loan to buy a Refrigerator & Air Conditioner. None of them took loans to buy Washing Machine.
- The data analysis overall reflected certain patterns in the credit inclinations of the selected female Internet users. To illustrate, majority of the respondents (50.8 Per cent) took loan for purchase of house; followed with buying of a Car (27.6); Two Wheelers (4.2 Per cent); Refrigerators (2.2 Per cent); Computer (2.5 Per cent) & an Air Conditioner (3 Per cent). None of them took loan to buy washing machines.

Table Number 4.25: Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Baroda City

S.No.	Selected Criteria ↓	City wise Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Sometimes	Always	Never
01	problem of disconnection	171(68.1)	0(0)	80(31.9)
02	Computer gets hang up frequently	152(60.6)	29(11.6)	70(27.9)
03	problem of downloading	146(58.2)	18(7.1)	87(34.5)
04	problem of virus	232(92)	13(5.1)	06(2.3)
05	problem of expiry of websites	67(26.7)	19(7.6)	165(65.7)
06	problem of expiry of WebPages	86(34.3)	0(0)	165(65.7)
07	problem of website out look	61(24.3)	19(7.6)	171(68.1)
08	Information on websites are not updated	180(71.7)	12(4.7)	59(22.7)
09	Ad banners on web pages causes disturbances to me	29(11.6)	129(51.4)	93(37.1)
10	problem of speed in Internet	87(34.7)	55(21.9)	109(43.4)
11	problem of hacking of user account	21(8.3)	0(0.0)	230(91.6)
12	I do not get necessary guidelines & support while surfing on Internet	76(30.3)	15(6.0)	160(63.7)

This table shows the problems faced by the sample population of the female Internet users while using Internet in the various cities of Gujarat. The results of the data analysis of Problems faced by female respondents in the Baroda City have been as follows:

Majority of female Internet users in Baroda have sometimes faced problems such as 'problem of virus'; 'problems of disconnection'; 'problem of hanging of the computer'; 'problem of downloading'; & 'problem of information on websites being not updated'. While problems related to website & WebPages, like expiry of website, website outlook, not getting necessary guidelines and support while surfing on the Internet, were never been faced by majority of them. Problem of hacking of user account was also never faced by female Internet users in Baroda and disturbance caused by Ad banners was always faced by most of them.

Table Number 4.26: Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Ahmedabad City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Sometimes	Always	Never
01	problem of disconnection	210(84.0)	0(0)	40(16.4)
02	Computer gets hang up frequently	138(54.9)	50(20)	62(24.8)
03	problem of downloading	124(49.6)	13(5.2)	113(47.3)
04	problem of virus	192(76.8)	28(11.8)	30(12)
05	problem of expiry of websites	29(11.6)	07(2.8)	214(85.6)
06	problem of expiry of WebPages	69(27.6)	10(4)	171 (68.4)
07	problem of website out look	95(38)	0(0)	155(62)
08	Information on websites are not updated	166(66.1)	30(12.0)	54(21.6)
09	Ad banners on web pages causes disturbances to me	55(22)	169(67.6)	26(10.4)
10	problem of speed in Internet	96(38.4)	55(22.0)	99(39.6)
11	problem of hacking of user account	11(4.4)	0(0)	239(95.6)
12	I do not get necessary guidelines & support while surfing on Internet	38(15.2)	15(6.0)	197(78.8)

The problems faced by the female respondents of the Ahmedabad City provided following results of data analysis:

- In Ahmedabad problem of virus and problem of disconnection was faced sometimes by most of the respondents, majority of respondents always faced problem caused by Ad banners on WebPages, and Problems related to websites and surfing were never been faced by majority of female Internet users. In case of 'Internet reduces the distance barriers for us', Age was not found influential & no significant difference was found among the responses of female Internet users. All other experiences of problems faced by female Internet users of Ahmedabad were found dependent on Age & Education. Income & Marital Status were not found that influential in case of problems experienced by them.

Table Number 4.27: Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Surat City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Sometim es	Always	Never
01	problem of disconnection	230(91.6)	0(0)	20(18.4)
02	Computer gets hang up frequently	190(75.6)	11(4.3)	49(19.5)
03	problem of downloading	94(37.6)	25(10)	131(93)
04	problem of virus	176(70.4)	49(19.6)	25(10)
05	problem of expiry of websites	46(18.4)	12(4.5)	192(76.8)
06	problem of expiry of WebPages	77(30.8)	10(3.6)	163(65.6)
07	problem of website out look	126(50.4)	20(8)	104(41.6)
08	Information on websites are not updated	118(47.2)	30(12.0)	102(40.8)
09	Ad banners on web pages causes disturbances to me	38(15.2)	173(69.2)	39(15.6)
10	problem of speed in Internet	87(34.8)	55(22.0)	108(43.2)
11	problem of hacking of user account	8(3.2)	0(0)	242(96.8)
12	I do not get necessary guidelines & support while surfing on Internet	55(22)	09(3.6)	186(74.4)

The data analysis of problems being faced by the respondents of the Surat City provided following results:

- The problem of disconnection; problem of hanging of the computer & problem of virus were faced sometimes by majority of female Internet users in the City of Surat. Disturbances caused by the Ad banners on the web pages were always reported as problems faced by respondents, while problems of expiry of websites; problem of expiry of web pages; problem of un-updated websites; I do not get necessary guidelines and support while surfing on the Internet & problem of hacking of user account, were never been reported by female Internet users of Surat.

Table Number 4.28: Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Sometimes	Always	Never
01	problem of disconnection	206(92.7)	1(.4)	16(6.7)
02	Computer gets hang up frequently	204(91.8)	12(5.4)	06(2.7)
03	problem of downloading	121(54.5)	8(3.6)	93(41.9)
04	problem of virus	127(42.3)	80(36)	15(6.7)
05	problem of expiry of websites	54(24.3)	13(5.9)	155(69.8)
06	problem of expiry of WebPages	66(29.7)	1(.5)	155(69.8)
07	problem of website out look	50(22.5)	13(5.9)	159(71.6)
08	Information on websites are not updated	103(46.4)	23(10.4)	96(43.2)
09	Ad banners on web pages causes disturbances to me	27(12.2)	110(49.5)	85(38.3)
10	problem of speed in Internet	89(40.1)	44(19.8)	89(40.1)
11	problem of hacking of user account	50(22.5)	0(0)	172(77.5)
12	I do not get necessary guidelines & support while surfing on Internet	64(28.8)	14(6.3)	144(64.9)

➤ In the City of Rajkot majority of female Internet users have sometimes faced the problem of disconnection; problem of hanging of the computer & problem in downloading. The problem of virus in computers was sometimes faced by 42 Per cent of respondents while 36 Per cent of them always faced this problem. Problems of expiry of websites; problem of expiry of web pages; problem of un-updated websites; I do not get necessary guidelines and support while surfing on the Internet & problem of hacking of user account, were never been reported by female Internet users of Surat.

Table Number 4.29: Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Other Cities of Gujarat State

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Sometimes	Always	Never
01	problem of disconnection	140(96.5)	0(0)	05(3.5)
02	Computer gets hang up frequently	138(95.1)	05(3.4)	02(1.3)
03	problem of downloading	84(57.9)	4(2.8)	57(39.3)
04	problem of virus	64(44.13)	77(53.1)	04(2.7)
05	problem of expiry of websites	38(26.2)	11(7.6)	96(66.2)
06	problem of expiry of WebPages	49(33.8)	0(0)	96(66.2)
07	problem of website out look	36(24.8)	11(7.6)	98(67.6)
08	Information on websites are not updated	65(44.8)	17(11.7)	63(43.4)
09	Ad banners on web pages causes disturbances to me	15(10.3)	72(49.7)	58(40.0)
10	problem of speed in Internet	45(31.0)	32(22.1)	68(46.9)
11	problem of hacking of user account	35(24.1)	0(0)	110(75.8)
12	I do not get necessary guidelines & support while surfing on Internet	45(31.0)	7(4.8)	93(64.1)

The results of data analysis on problems experienced by female Internet users from various other cities of Gujarat State were as follows:

- The problem of disconnection; problem of hanging of the computer & problem in downloading were faced sometimes by the respondents in various cities. 53 Per cent of female Internet users had always faced problem of virus in computers. Problems of expiry of websites; problem of expiry of web pages; problem of un-updated websites; I do not get necessary guidelines and support while surfing on the Internet & problem of hacking of user account were reported as never been faced by the respondents.

Table Number 4.30: Overall view of Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Sometimes	Always	Never
01	problem of disconnection	857(76.6)	1(0.0)	161(14.4)
02	Computer gets hang up frequently	822(73.5)	107(9.5)	189(16.9)
03	problem of downloading	569(50.8)	68(6.0)	481(43)
04	problem of virus	791(70.7)	247(22)	80(7.1)
05	problem of expiry of websites	234(20.9)	296(26.4)	588(52.7)
06	problem of expiry of WebPages	347(31)	21(1.8)	750(67)
07	problem of website out look	368(32.9)	63(5.6)	687(61.4)
08	Information on websites are not updated	632(56.5)	113(10.1)	373(33.3)
09	Ad banners on web pages causes disturbances to me	164(14.6)	653(58.4)	301(26.9)
10	problem of speed in Internet	404(36.1)	241(21.5)	473(42.3)
11	problem of hacking of user account	125(11.1)	0(0)	993(88.8)
12	I do not get necessary guidelines & support while surfing on Internet	278(24.8)	60(5.3)	780(69.7)

The overall data revealed similar pattern regarding the problems faced by the sample population of the female Internet users in the state of Gujarat.

Table Number 4.31: Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Baroda City

S.No.	Selected Criteria ↓	City wise Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/ No Experience	Agree
01	Internet is the best way of Communication	15(6.0)	95(37.8)	141(56.2)
02	Internet is ocean of knowledge	29(11.6)	15(6.0)	207(82.5)
03	Internet increases my level of awareness	15(6.0)	44(17.5)	192(76.5)
04	Internet is vital to my job	76(30.3)	15(6.0)	160(63.7)
05	Internet is vital to my life	131 (52.2)	35(13.9)	85(33.9)
06	Internet helps me to achieve a balance between my life at work and home	91(36.3)	125(49.8)	35(13.9)
08	Internet is simple to use	10(4.0)	25(10.0)	216(86.1)
09	Internet is easy to use	19(7.6)	50(19.9)	182(72.5)
10	Internet is economical to use	15(6.0)	44(17.5)	192(76.5)
11	Internet is helpful in getting information	10(4.0)	40(15.9)	201(80.1)
12	Internet saves time	10(4.0)	78(31.1)	163(64.9)
13	Internet is reliable	60(23.9)	54(21.5)	137(54.6)
14	Work done on Internet is fully secured	91(36.3)	79(31.5)	81(32.3)
15	I trust the news I read on the Internet.	31(12.4)	94(37.5)	126(50.2)
16	Internet reduces the distance barriers for us	0(0)	79(31.5)	172(68.5)
17	Use of Internet is waste of time	171(68.1)	79(31.5)	1(.4)
18	Use of Internet is waste of money	157(62.5)	64(25.5)	30(12.0)
19	Internet ruins an individual	102(40.6)	133(53.0)	16(6.4)
20	Internet increases level of confidence	30(12.0)	83(33.1)	138(55.0)
21	It is difficult to imagine life without the Internet	99(39.4)	40(15.9)	112(44.6)
22	Internet helps me to decide products/brands that I want to buy	66(26.3)	104(41.4)	81(32.3)
23	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	35(13.9)	198(79.2)	81(32.3)

- Female Internet users in Baroda were having positive opinions towards Internet, they were found strongly agree with the benefits of Internet. In case of statement like 'Internet helps to achieve a balance between work and home' & 'I prefer to collect and compare information available on Internet regarding products/services , before making actual purchase' they were found indecisive ,while on 'work done on Internet is fully secured' has got mixed result of 30 to 35 Per cent agree ,disagree and indecisive each. Statements showing drawback of Internet have got disagreed opinion by majority of female Internet users in Baroda.

Table Number 4.32: Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Ahmedabad City

S.No.	Selected Criteria ↓	City wise Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/No Experience	Agree
01	Internet is the best way of Communication	95(37.8)	141(56.4)	109(43.6)
02	Internet is ocean of knowledge	15(6.0)	15(6.0)	220(88)
03	Internet increases my level of awareness	44(17.5)	54(17.6)	156(62.4)
04	Internet is vital to my job	15(6.0)	40(6.2)	150(60.0)
05	Internet is vital to my life	35(13.9)	41(16.4)	91(36.4)
06	Internet helps me to achieve a balance between my life at work and home	125(49.8)	108(43.2)	30(12.0)
07	Internet is simple to use	25(10.0)	18(7.2)	215(86.0)
08	Internet is easy to use	50(19.9)	45(18)	195(78)
09	Internet is economical to use	44(17.5)	44(17.6)	156(62.4)
10	Internet is helpful in getting information	40(15.9)	31(12.4)	200(80.0)
11	Internet saves time	78(31.1)	25(10.0)	216(86.1)
12	Internet is reliable	54(21.5)	108(43.2)	52(20.8)
13	Work done on Internet is fully secured	102(40.6)	79(31.5)	16(6.4)
14	Internet is essential to communicate with my family and friends	80(32)	125(49.8)	62(24.8)
15	I trust the news I read on the Internet.	30(12.0)	94(37.5)	137(54.8)
16	Internet reduces the distance barriers for us	6(2.4)	79(31.5)	171(68.4)
17	Use of Internet is waste of time	170(68.0)	79(31.5)	6(2.4)
18	Use of Internet is waste of money	138(55)	64(25.5)	30(12.0)
19	Internet ruins an individual	99(39.6)	133(53.0)	40(16.0)
20	Internet increases level of confidence	30(12.0)	83(33.1)	64(25.6)
21	It is difficult to imagine life without the Internet.	87(34.8)	40(15.9)	117(45.6)
22	Internet helps me to decide products/brands that I want to buy	76(26.4)	104 (41.4)	71(32.4)
23	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	35(14.0)	198(79.2)	67(26.8)

- Female Internet users in Ahmedabad showed agreement towards the benefits of Internet except 'Internet increasing the level of awareness of the respondents'; 'Internet is vital to their job'; 'Internet is economical to use' & 'they trusted the news that they read on the Internet', where they were more indecisive than agreed. Opinions like 'Internet is waste of time; waste of money and ruins our life' showed high level of disagreement.

Table Number 4.33: Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Surat City

S.No.	Selected Criteria ↓	City wise Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/ No Experience	Agree
01	Internet is the best way of Communication	0(0)	98(39.2)	152(60.8)
02	Internet is ocean of knowledge	25(10)	20(8.0)	205(88)
03	Internet increases my level of awareness	32(12.8)	18(7.2)	200(80)
04	Internet is vital to my job	85(30.0)	25(10)	140(56)
05	Internet is vital to my life	145(58)	25(10)	80(32)
06	Internet helps me to achieve a balance between my life at work and home	104(41.6)	121(48.4)	25(10)
07	Internet is simple to use	7(2.8)	25(10.0)	218(74)
08	Internet is easy to use	15(6)	50(20.0)	185(72.4)
09	Internet is economical to use	32(12.8)	18(7.2)	200(80)
10	Internet is helpful in getting information	10(4.0)	25(10.0)	215(86.0)
11	Internet saves time	7(2.8)	25(10.0)	218(74)
12	Internet is reliable	49(22.1)	147(66.2)	26(11.7)
13	Work done on Internet is fully secured	99(39.6)	40(16.0)	111(44.4)
14	Internet is essential to communicate with my family and friends	104(41.6)	121(48.4)	25(10)
15	I trust the news I read on the Internet.	30(12.0)	156(62.4)	64(25.6)
16	Internet reduces the distance barriers for us	12(4.8)	69(27.6)	169(67.6)
17	Use of Internet is waste of time	160(64.0)	78(31.6)	12(4.8)
18	Use of Internet is waste of money	132(52.8)	102(40.8)	16(6.4)
19	Internet ruins an individual	102(40.8)	138(50.2)	10(4)
20	Internet increases level of confidence	30(12.0)	104(41.6)	121(48.4)
21	It is difficult to imagine life without the Internet	112(45)	30(12)	108(43.2)
22	Internet helps me to decide products/brands that I want to buy	69(28.4)	100(40)	81(32.4)
23	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	35(14.0)	152(59.2)	63(26.8)

- In the City of Surat 60 Per cent were agreed that Internet is useful. 64 Per cent disagreed that the Use of Internet is a waste of time followed by 52.8 Per cent who disagreed that the use of Internet is a waste of money. 45 Per cent of respondents disagreed that it was difficult to imagine a life without Internet; 41.6 Per cent disagreed that the Internet was essential for them to communicate with their families and friends and 39.6 Per cent disagreed that the Work done on Internet is fully secured. Rests of the statements were having low Per cent of disagreement. In the City of Surat, maximum respondents were not sure about reliability of Internet. 59.2 Per cent could not say that they preferred to collect and compare information available on the Internet regarding products/ services before making actual purchase while 50.2 Per cent could not say that Internet increases the level of confidence. All other statements had shown high level of agreement in the City of Surat.

Table Number 4.34: Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	Internet is the best way of Communication	0(0)	10(4.5)	212(95.5)
02	Internet is ocean of knowledge	129(58.1)	57(25.7)	36(16.2)
03	Internet increases my level of awareness	54(24.3)	120(54.1)	48(21.6)
04	Internet is vital to my job	22(9.9)	108(48.6)	92(41.4)
05	Internet is vital to my life	18(8.1)	49(22.1)	155(69.8)
06	Internet helps me to achieve a balance between my life at work and home	2(9)	35(15.8)	185(83.3)
07	Internet is simple to use	49(22.1)	147(66.2)	26(11.7)
08	Internet is easy to use	59(26.6)	106(47.7)	57(25.7)
09	Internet is economical to use	25(11.3)	141(63.5)	56(25.2)
10	Internet is helpful in getting information	139(62.6)	49(22.1)	34(15.3)
11	Internet saves time	92(41.4)	60(27.0)	70(31.5)
12	Internet is reliable	80(36.0)	51(23.0)	91(41.0)
13	Work done on Internet is fully secured	70(31.5)	17(7.7)	135(60.8)
14	Internet is essential to communicate with my family and friends	22(9.9)	70(31.5)	130(58.6)
15	I trust the news I read on the Internet.	13(5.9)	98(44.1)	111(50.0)
16	Internet reduces the distance barriers for us	96(43.2)	54(24.3)	72(32.4)
17	Use of Internet is waste of time	0(0)	1(.5)	221(99.5)
18	Use of Internet is waste of money	0(0)	23(10.4)	199(89.6)
19	Internet ruins an individual	1(.5)	13(5.9)	208(93.7)
20	Internet increases level of confidence	77(34.7)	52(23.4)	93(41.9)
21	It is difficult to imagine life without the Internet	6(2.7)	96(43.2)	120(54.1)
22	Internet helps me to decide products/brands that I want to buy	1(.5)	57(25.7)	135(60.8)
23	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	15(6.8)	35(15.8)	130(58.6)

➤ In the City of Rajkot, noticeable difference from Surat, Ahmadabad & Baroda was found. Only 'Internet as the ocean of knowledge' was having above 50 Per cent of disagreement, other statements were having low Per cent of disagreement. In comparison of disagreement respondents were more indecisive in their opinion towards Internet. 95.5 Per cent of the respondents agreed that 'the Internet being the best way of Communication' and the remarkable part was that majority of respondents were agreed on the statements which were in the against of the Internet.

Table Number 4.35: Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Other Cities of Gujarat State

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/No Experience	Agree
01	Internet is the best way of Communication	67(46.2)	78(53.8)	0(0)
02	Internet is ocean of knowledge	16(11.0)	10(6.9)	119(82.1)
03	Internet increases my level of awareness	7(4.8)	27(18.6)	111(76.6)
04	Internet is vital to my job	43(29.7)	10(6.9)	92(63.4)
05	Internet is vital to my life	76(52.4)	20(13.8)	49(33.8)
06	Internet helps me to achieve a balance between my life at work and home	51(35.2)	74(51.0)	20(13.8)
07	Internet is simple to use	5(3.4)	15(10.3)	125(86.2)
08	Internet is easy to use	11(7.6)	27(18.6)	107(73.8)
09	Internet is economical to use	0(0)	42(29.0)	103(71.0)
10	Internet is helpful in getting information	5(3.4)	22(15.2)	118(81.4)
11	Internet saves time	5(3.4)	44(30.3)	96(66.2)
12	Internet is reliable	33(22.8)	32(22.1)	80(55.2)
13	Work done on Internet is fully secured	51(35.2)	49(33.8)	45(31.0)
14	Internet is essential to communicate with my family and friends	14(9.7)	63(43.4)	68(46.9)
15	I trust the news I read on the Internet.	17(11.7)	55(37.9)	73(50.3)
16	Internet reduces the distance barriers for us	0(0)	44(30.3)	101(69.7)
17	Use of Internet is waste of time	100(69.0)	44(30.3)	1(.7)
18	Use of Internet is waste of money	91(62.8)	37(25.5)	17(11.7)
19	Internet ruins an individual	59(40.7)	77(53.1)	9(6.2)
20	Internet increases level of confidence	17(11.7)	48(33.1)	80(55.2)
21	It is difficult to imagine life without the Internet	58(40.0)	23(15.9)	64(44.1)
22	Internet helps me to decide products/brands that I want to buy	35(24.1)	62(42.8)	48(33.1)
23	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	20(13.8)	89(61.4)	36(24.8)

- In the other cities none of the respondent was agree that 'Internet is the best way of Communication'. Respondents were having mixed approach they were agreed with majority of advantages as well as disadvantages of Internet.

Table Number 4.36: Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	Internet is the best way of Communication	82(7.3)	422(37.7)	614(54.9)
02	Internet is ocean of knowledge	214(19.1)	117(10.4)	787(70.3)
03	Internet increases my level of awareness	145(12.9)	253(22.6)	720(64.4)
04	Internet is vital to my job	286(25.5)	198(17.7)	634(56.7)
05	Internet is vital to my life	488(43.6)	170(15.2)	460(41.1)
06	Internet helps me to achieve a balance between my life at work and home	328(29.3)	463(41.4)	295(26.3)
07	Internet is simple to use	88(7.87)	230(20.5)	800(71.5)
08	Internet is easy to use	114(10.1)	278(24.8)	726(64.9)
09	Internet is economical to use	112(10.0)	289(25.8)	707(63.2)
10	Internet is helpful in getting information	183(16.3)	167(14.9)	768(68.6)
11	Internet saves time	123(11)	232(20.7)	763(68.2)
12	Internet is reliable	302(27)	360(32.2)	386(34.5)
13	Work done on Internet is fully secured	413(36.9)	317(28.3)	388(34.7)
14	Internet is essential to communicate with my family and friends	311(27.8)	487(43.5)	320(28.6)
15	I trust the news I read on the Internet.	121(10.8)	486(43.4)	511(45.7)
16	Internet reduces the distance barriers for us	104(9.3)	329(29.4)	585(52.3)
17	Use of Internet is waste of time	600(53.6)	276(24.6)	241(21.5)
18	Use of Internet is waste of money	568(50.4)	308(27.5)	292(26.1)
19	Internet ruins an individual	363(32.4)	472(42.2)	283(25.3)
20	Internet increases level of confidence	184(16.4)	443(39.6)	496(44.3)
21	It is difficult to imagine life without the Internet	362(32.3)	235(21)	521(46.6)
22	Internet helps me to decide products/brands that I want to buy	247(22)	673(60.1)	388(34.7)
23	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	140(12.5)	622(55.6)	320(28.6)

➤ The overall data in the various cities showed the trend of disagreement towards the disadvantages of Internet and agreement towards the benefits of Internet. In majority of cases 10 to 40 Per cent of respondents were indecisive. Above 60 Per cent of indecisiveness was found in case of 'Internet helps me to decide products/brands that I want to buy' & 'I prefer to collect and compare information available on Internet regarding products/services, before making actual purchase'.

Table Number 4.37: Selected Female Internet Users' Overall Opinion on Information Technology in Baroda City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/ No Experience	Agree
01	IT is an essential part of my life	23(9.2)	30(12.0)	198(78.9)
02	IT bring fun to my life	70(27.8)	78(31.1)	103(41)
03	I am dependent on IT	35(13.9)	63(25.1)	153(61.0)
04	IT makes life better	3(1.2)	52(20.7)	196(78.1)
05	IT changes so fast that it is hard to keep up with it	36(14.3)	83(33.1)	132(52.6)
06	I cannot imagine life without computers	44(17.5)	46(18.3)	161(64.1)
07	Awareness of computer has become important for children also	0(0)	59(23.5)	192(76.5)

➤ In the City of Baroda, None of the respondents were disagreed that 'Awareness of computer has become important for children also', only little disagreement was seen in case of the opinions like 'IT brings fun to their life'; 'they are dependent on the IT' & 'Internet changes so fast that their it is hard to keep up with it'. 20 to 30 Per cent of female Internet users were indecisive in case of 'it makes their life better'; 'they are dependent on the IT'; 'Internet changes so fast that their it is hard to keep up with it' & 'awareness of the computer is important for children as well'. Maximum agreement was in the statement 'IT is an essential part of my life' followed by 'it makes their life better'; 'they are dependent on the IT' & 'Awareness of computer has become important for children also'.

Table Number 4.38: Selected Female Internet Users' Overall Opinion on Information Technology in Ahmedabad City

S.No	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01	IT is an essential part of my life	38(15.2)	22(8.8)	190(76)
02	IT bring fun to my life	88(35.2)	60(24)	102(40.8)
03	I am dependent on IT	40(16.0)	35(14)	175(40.8)
04	IT makes life better	9(3.6)	45(18)	196(78.4)
05	IT changes so fast that it is hard to keep up with it	20(8)	83(33.2)	147(58.8)
06	I cannot imagine life without computers	60(17.6)	40(18.4)	160(64.0)
07	Awareness of computer has become important for children also	0(0)	40(23.6)	210(76.4)

➤ In the City of Ahmedabad, majority of respondents were agreed upon 'Technology is an essential part of their lives'; 'Awareness of the computer is important for children as well'; 'IT makes their life better'; 'Internet changes so fast that their it is hard to keep up with it' & 'I cannot imagine their life without computers', While respondents were indecisive upon 'IT changes so fast that it is hard to keep up with it'; 'IT bring fun to my life'; 'Awareness of computer has become important for children also' & 'I cannot imagine life without computers'.

- When we talk about disagreement of respondents upon opinion towards Information Technology in the City of Ahmedabad it was very low & none of the respondents were in against of the awareness of computer to the children while 35Per cent of respondents were disagree that IT brings fun to their life.

Table Number 4.39: Selected Female Internet Users' Overall Opinion on Information Technology in Surat City

S.No	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/No Experience	Agree
01	IT is an essential part of my life	33(13.2)	25(10)	192(76.8)
02	IT bring fun to my life	65(26)	55(22)	130(52)
03	I am dependent on IT	70(28)	50(20)	130(60.8)
04	IT makes life better	6(2.4)	52(20.8)	192(76.8)
05	IT changes so fast that it is hard to keep up with it	15(6)	92(29.2)	143(52.4)
06	I cannot imagine life without computers	90(17.6)	26(18.4)	134(64.0)
07	Awareness of computer has become important for children also	0(0)	28(23.6)	191(76.4)

- Following the trend of Baroda & Ahmedabad, Surat also was having high degree of agreement towards the opinion about Information Technology. There were 20 to 30 Per cent of respondents who were indecisive towards majority of statements. Maximum disagreement was found by 28 & 26 Per cent of respondents for 'I am dependent on IT' & 'IT brings fun to my life' respectively.

Table Number 4.40: Selected Female Internet Users' Overall Opinion on Information Technology in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/No Experience	Agree
01	IT is an essential part of my life	93(41.8)	80(36.0)	49(22.1)
02	IT bring fun to my life	27(12)	128(57.7)	67(30.2)
03	I am dependent on IT	74(33.3)	65(29.3)	83(37.4)
04	IT makes life better	15(6.7)	96(43.2)	111(50)
05	IT changes so fast that it is hard to keep up with it	39(17.5)	89(40.1)	94(42.3)
06	I cannot imagine life without computers	109(49)	66(29.7)	69(31.1)
07	Awareness of computer has become important for children also	105(47.2)	68(30.6)	49(22.1)

- In the City of Rajkot, difference from previous trend was seen, 40 to 50 Per cent of respondents were disagreed upon 'I cannot imagine life without computers'; 'Awareness of computer has become important for children' & 'Information Technology is an essential part of their lives'. 33.3 Per cent of respondents disagreed that they are dependent on the IT.

- Indecisiveness was also high in case of Rajkot. 57.7 Per cent could not say about 'IT brings fun to their life', followed by 43.2 Per cent & 40.1 Per cent who could not say about 'IT makes their life better' & 'Internet changes so fast that their it is hard to keep up with it' respectively.
- In the City of Rajkot, comparatively less agreement was found. 50 Per cent of female Internet users were agreed towards opinions 'IT makes life better', rest of the statements got less than 40 Per cent of agreement.

Table Number 4.41: Selected Female Internet Users' Overall Opinion on Information Technology in Other Cities

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/ No Experience	Agree
01	IT is an essential part of my life	14(9.7)	20(13.8)	111(76.6)
02	IT bring fun to my life	0(.0)	46(31.7)	99(68.3)
03	I am dependent on IT	18(12.4)	39(26.9)	88(60.7)
04	IT makes life better	2(1.4)	30(20.7)	113(77.9)
05	IT changes so fast that it is hard to keep up with it	20(13.8)	50(34.5)	75(51.7)
06	I cannot imagine life without computers	24(16.6)	28(19.3)	93(64.1)
07	Awareness of computer has become important for children also	0(.0)	35(24.1)	110(75.9)

- In the other cities, comparatively less disagreement was found in case of all statements, on an average 20 to 30 Per cent of respondents were found indecisive towards the opinions regarding Information Technology. Majority of respondents were found agreed towards the opinions about Information Technology.

Table Number 4.42: Selected Female Internet Users' Overall Opinion on Information Technology in Total

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	IT is an essential part of my life	201(17.9)	177(15.8)	740(66.1)
02	IT bring fun to my life	250(22.3)	367(32.8)	501(44.8)
03	I am dependent on IT	237(21.1)	252(22.5)	629(56.2)
04	IT makes life better	35(3.1)	275(24.5)	808(72.2)
05	IT changes so fast that it is hard to keep up with it	130(11.6)	397(35.5)	591(52.8)
06	I cannot imagine life without computers	327(29.2)	206(18.4)	617(55.1)
07	Awareness of computer has become important for children also	105(9.39)	230(20.5)	982(87.8)

- The above data showed the pattern regarding the opinion of the Female Internet Users especially towards Information Technology. Majority of respondents were agreed that 'Awareness of computer has become important for children also'; 'IT makes life better'; 'IT is an essential part of my life' & 'they are dependent on the IT'.

- Overall maximum disagreement was found in 'I cannot imagine life without computers' & 'IT bring fun to my life'. Approximately 20 to 30 Per cent of respondents were found indecisive upon the opinion towards Information Technology.

Table Number 4.43: Selected Female Internet Users' Overall Opinion on Self Perception in Baroda City

S.No	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/ No Experience	Agree
01	I am happy with who I am	0(0)	39(15.5)	212(84.5)
02	I try to improve myself	0(0)	35(14)	216(80)
03	I am in excellent physical condition	18 (7.2)	55 (21.9)	178 (70.9)
04	I enjoy a good family life	1 (.4)	41 (16.3)	209 (83.3)
05	I am in control of my life	44 (17.5)	39 (15.5)	168 (66.9)
06	I am satisfied with my life	18 (7.17)	95 (37.8)	138 (54.8)
07	I feel confident in my ability to be successful	15(6.0)	53(21.1)	183(72.9)
08	The future offers more and new possibilities	4 (1.6)	67 (26.7)	180 (71.7)
09	I am good what I do	16 (6.4)	43 (17.1)	192 (76.5)
10	I am a goal oriented person	28(11.2)	52(20.7)	171(68.1)
11	I am self centered person	109(43.4)	55(21.9)	87(34.7)
12	I try to avoid surprises in life	81 (32.3)	104 (41.4)	66 (26.3)
13	I enjoy taking risks	63(25.1)	47(18.7)	141(56.2)
14	I believe that I am influential in my community	30(12.0)	74(29.5)	147(58.6)
15	I consider myself to be an innovator	33(13.1)	83(33.1)	135(53.8)
16	Many times I try to do more than one thing at the same time	95(37.8)	42(16.7)	114(45.4)
17	If I do not write something down, I forget that easily	78(31.1)	56(22.3)	117(46.6)
18.	I rarely look back on the past; the present and future are more important	47 (18.7)	18 (7.2)	186 (74.1)
19	Mental growth is more important to me than material growth	7 (2.8)	79 (31.5)	165 (65.7)
20	I need to manage my time more efficiently	42 (16.7)	84 (33.5)	125 (49.8)
21	I am able to afford the things that are important to me	0 (.0)	36 (14.3)	215 (85.7)

In the City of Baroda none of the respondents disagreed that they happy with what they are, they want to improve themselves, & they are able to afford things that are important to them. Maximum disagreement (43 Per cent) was found in case of 'I am self centered person' followed by 'Many times I try to do more than one thing at the same time'; 'I try to avoid surprises in life' & 'If I do not write something down, I forget that easily'. 41 Per cent of respondents were indecisive in the statement 'I try to avoid surprises in life' & 33 Per cent in case of 'I need to manage my time more efficiently'. Rests of the Criteria got up to 20 Per cent of indecisiveness. There were majority of criteria which have got more than 75 Per cent of respondents agreed.

Criteria about Control of life; satisfaction with life; consideration of themselves as an innovator, enjoyment in taking risk and being a goal oriented person were opted agreed by more than 55 Per cent of respondents. Rests of the criteria also got good Per cent in agreement by the female Internet users.

Table Number 4.44: Selected Female Internet Users' Overall Social Opinion in Baroda City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/No Experience	Agree
01	I can make a difference in protecting the environment	61(24.3)	34(13.4)	156(62.4)
02	I am willing to spend more money on environmentally friendly products	5(2.0)	74(29.5)	172(68.5)
03	I have confidence in the economy of India	19 (7.6)	81(32.3)	151(60.2)
04	It is becoming difficult to stay in touch with my friends and family	85 (33.9)	105 (41.8)	61 (24.3)
05	I prefer products made by my own country	39 (15.5)	79 (31.5)	133 (53.0)
06	I believe movies and TV present violence as an acceptable part of society	30 (11.9)	89 (35.4)	132 (52.6)
07	I believe that the media provide me with a fair report of current events	64 (25.5)	59 (23.5)	128 (51.0)
08	I distrust companies that make a lot of noise about their caring social attitude	63 (25.1)	116 (46.2)	72 (28.7)
09	My lifestyle revolves around my child(ren)'s activities	22(8.7)	80(31.8)	149(59.3)

Still in Baroda there were females who believed that it's not difficult to stay in touch with friends & Family. Media was not accepted as reliable source, & they were having trust on the companies, which were having caring social attitude. Except the statement 'I can make a difference in protecting the environment' all others were having up to 46 Per cent of respondents who were not able to decide about those criteria. Above 60 Per cent of female Internet users were having lifestyle revolving around their children & believe that environment can be protected by their efforts.

Table Number 4.45: Selected Female Internet Users' Overall Opinion Status Consciousness in Baroda City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/No Experience	Agree
01	Having upscale, luxury items makes me feel better about myself	42(16.7)	73(29.1)	136(54.2)
02	I believe price is the best indicator of quality	95 (37.8)	70 (29.8)	86 (34.3)
03	Many times I buy those things which I cannot really afford	118 (47.0)	81 (32.3)	52 (20.7)
04	I use to buy expensive clothing	155 (61.8)	29 (11.6)	67 (26.7)
05	I like going on expensive vacations	157 (62.5)	25 (9.9)	69 (27.4)
06	I like having expensive jewelry/watches	138 (55.0)	63 (25.1)	50 (19.9)
07	I like dinning at "in" restaurants	60 (23.9)	39 (15.5)	152 (60.6)
08	I like shopping at prestigious stores	67 (26.7)	72 (28.7)	112 (44.6)
09	I like to be tidy and attractive	6 (2.4)	62 (24.7)	183 (72.9)

In all this can be interpreted from the data that Female Internet users in Baroda were disagreed in their opinion of buying expensive clothing, jewellery, vacation and buy only the things which they can afford. On an average 20 to 30 Per cent of indecisiveness was found in majority of opinions. Majority of respondents liked to be tidy & attractive and were found fond of having dinner in good ambiance.

Table Number 4. 46: Selected Female Internet Users' Overall Opinion on Self Perception in Ahmedabad City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01	I am happy with who I am	10(4)	39(15.6)	201(80.4)
02	I try to improve myself	0(0)	60(24)	190(73.6)
03	I rarely look back on the past; the present and future are more important	48 (19.2)	59 (23.6)	143 (57.2)
04	Mental growth is more important to me than material growth	70 (28)	17 (6.8)	153 (61.2)
05	I feel confident in my ability to be successful	28(11.2)	42(16)	180(72)
06	The future offers more and new possibilities	129 (51.6)	76 (30.6)	46 (18.4)
07	I am good what I do	7 (2.8)	65 (26)	178 (71.2)
08	I need to manage my time more efficiently	35 (14)	66 (26.4)	149 (59.6)
09	I am able to afford the things that are important to me	0 (.0)	55 (22)	195 (78)
10	I am in excellent physical condition	30 (16.4)	50 (20)	170 (68)
11	I enjoy a good family life	0 (0)	30 (16.4)	220 (88)
12	I am in control of my life	67 (26.8)	40 (16)	143 (57.2)
13	I am satisfied with my life	15 (6)	70 (28)	165 (66)
14	I try to avoid surprises in life	50 (19.2)	79 (31.6)	121 (48.4)
15	I am a goal oriented person	21(8.4)	52(20.8)	175(70)
16	I am self centered person	120(48)	65(26)	55(22)
17	I enjoy taking risks	60(24)	40(16)	150(60)
18	I believe that I am influential in my community	27(10)	74(29.6)	149(59.6)
19	I consider myself to be an innovator	50(20)	76(30.4)	124(49.6)
20	Many times I try to do more than one thing at the same time	70(28)	35(14)	145(46.4)
21	If I do not write something down, I forget that easily	90(36)	50(20)	110(44)

Female Internet users of Ahmedabad were disagreed in majority to the opinion that 'The future offers more and new possibilities' followed by 'I am self centered person'. There were approximately 20 to 30 Per cent of respondents who were indecisive in case of self-perception. 80 to 88 Per cent of female Internet users were of the opinion that 'they are happy & enjoy good family life' followed by 'confidence to be successful' & 'excellent physical condition'. Respondents were found agreed to majority of statements, showing their self-perception and picture of female respondents got out of it was of a confident, happy, risk taking & goal-oriented female.

Table Number 4.47: Selected Female Internet Users' Overall Social Opinion in Ahmedabad City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01	I can make a difference in protecting the environment	30(12)	54(21.6)	165(66.0)
02	I am willing to spend more money on environmentally friendly products	4(1.6)	80(32)	166(66.4)
03	I have confidence in the economy of India	35 (14)		143 (57.2)
04	It is becoming difficult to stay in touch with my friends and family	35 (14)	71 (28.4)	143 (57.2)
05	My lifestyle revolves around my child(ren)'s activities	15(6)	53(21.2)	182(72.8)
06	I believe movies and TV present violence as an acceptable part of society	70 (27.8)	109 (43.6)	71 (28.4)
07	I believe that the media provide me with a fair report of current events	41 (16.4)	77 (30.8)	132 (52.8)
08	I prefer products made by my own country	78 (31.2)	92 (36.8)	80 (32)
09	I distrust companies that make a lot of noise about their caring social attitude	6 (2.4)	70 (28)	174 (69.6)

In Ahmedabad majority of female Internet users were agreed that 'My lifestyle revolves around my child(ren)'s activities'. They believed that they can buy environment friendly products and can contribute in environment protection.57 Per cent of respondents were having confidence in Indian economy & accepting that to stay in touch with family & friends is becoming difficult.52 Per cent were agreed that media provides fair reports. Preference for products made in India, was found less.

Table Number 4.48 : Selected Female Internet Users' Overall Opinion Status Consciousness in Ahmedabad City

S.No	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01	I believe price is the best indicator of quality	25 (10)	42 (16.8)	183 (73.2)
02	Having upscale, luxury items makes me feel better about myself	53(21)	60(61)	137(54.8)
03	Many times I buy those things which I can not really afford	102 (40.8)	88 (35.2)	60 (24.0)
04	I use to buy expensive clothing	120 (48)	29 11.6)	101 (40.4)
05	I like going on expensive vacations	120 (48)	20 (8)	110 (44)
06	I like having expensive jewelry/watches	95 (38)	60 (24)	95 (37.8)
07	I like dining at "in" restaurants	78 (31.2)	35 (14)	147 (58.8)
08	I like shopping at prestigious stores	58 (23.2)	56 (22.4)	136 (54.4)
09	I like to be tidy and attractive	12 (4.8)	43 (17.2)	195 (78)

Though female Internet users in Ahmedabad believed that 'price is the best indicator of quality' and they wanted to be tidy & attractive, but neither they were in favour of expensive clothes, accessories nor they were in favour of having luxury items, expensive outing and shopping at prestigious stores.

Table Number- 4.49 : Selected Female Internet Users' Overall Opinion on Self Perception in Surat City Responses

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I am happy with who I am	12(4.8)	30(12)	208(83.2)
02	I try to improve myself	0(0)	45(18)	205(82.8)
03	The future offers more and new possibilities	15(6)	61(24.4)	174(69.6)
04	I need to manage my time more efficiently	65 (26)	83 (33.2)	102 (40.8)
05	I am able to afford the things that are important to me	0 (.0)	67 (26.8)	183 (73.2)
06	I am in excellent physical condition	22 (8.8)	35 (14)	193 (77.2)
07	I enjoy a good family life	0 (0)	22 (8.8)	228 (91.2)
08	I am in control of my life	30 (12)	66 (26.4)	154 (61.6)
09	I am satisfied with my life	25 (10.0)	95 (38.0)	130 (52.0)
10	I am good what I do	10(4)	48(19.2)	192(76.8)
11	I try to avoid surprises in life	88(35.2)	96(38.4)	66(26.4)
12	I rarely look back on the past; the present and future are more important	65(26)	20(8)	165(66)
13	Mental growth is more important to me than material growth	6(2.4)	65(26)	169(66.0)
14	I feel confident in my ability to be successful	30 (12.0)	47 (19)	173 (69)
15	I am a goal oriented person	18 (7.2)	47 (18.8)	185 (74)
16	I am self centered person	111 (44)	55 (22.0)	84 (33.6)
17	I enjoy taking risks	48 (19.2)	47 (18.8)	155 (62)
18	I believe that I am influential in my community	32 (12.8)	64 (25.6)	154 (61.6)
19	I consider myself to be an innovator	65 (26)	80 (30)	105 (41)
20	Many times I try to do more than one thing at the same time	80 (30)	30 (16.4)	140 (83.2)
21	If I do not write something down, I forget that easily	65 (26)	40 (16)	145 (46.4)

Majority of the respondents were found agreed to 'I enjoy a good family life', 'I am happy with who I am' and 'I try to improve myself, supporting which there were other opinions like 'The future offers more and new possibilities'; 'I am able to afford the things that are important to me'; 'I am in excellent physical condition'; 'I am in control of my life'; 'I am good what I do'; 'I rarely look back on the past; the present and future are more important'; 'Mental growth is more important to me than material growth'; 'I feel confident in my ability to be successful'; 'I enjoy taking risks'; 'I believe that I am influential in my community'; 'Many times I try to do more than one thing at the same time' and 'I am a goal oriented person', upon which 60 to 80 Per cent of respondents were agreed. This kind of responses showed that female Internet users in Surat were confident, happy , enthusiastic & were also having positive attitude towards life.

Table Number- 4.50: Selected Female Internet Users' Overall Social Opinion in Surat City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I can make a difference in protecting the environment	19(7.6)	60(24.6)	171(74.0)
02	I am willing to spend more money on environmentally friendly products	10(4)	68(27.2)	172(68.8)
03	I have confidence in the economy of India	46(18.4)	64(25.6)	140(56)
04	It is becoming difficult to stay in touch with my friends and family	90(36.0)	105(42.0)	55(22.0)
05	My lifestyle revolves around my child(ren)'s activities	30 (12)	75 (30)	145 (59)
06	I prefer products made by my own country	69(27.6)	64(31.6)	117(46.8)
07	I believe movies and TV present violence as an acceptable part of society	45(18)	70(28)	135(54)
08	I believe that the media provide me with a fair report of current events	40(16)	71(28.4)	139(55.6)
09	I distrust companies that make a lot of noise about their caring social attitude	45(18)	104(41)	101(40.4)

In Surat, 36 Per cent of respondents were found disagreed on the statement that 'It is becoming difficult to stay in touch with my friends and family' and 42 Per cent of respondents were found indecisive in the same case. 41 Per cent of them were indecisive, also, in the statement 'I distrust companies that make a lot of noise about their caring social attitude'. In the City of Surat female Internet users were found environment loving from their responses.

Table Number- 4.51: Selected Female Internet Users' Overall Opinion Status Consciousness in Surat City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/ No Experience	Agree
01	Having upscale, luxury items makes me feel better about myself	35 (14)	70 (28)	145 (59)
02	Many times I buy those things which I can not really afford	106(42.4)	78(31.2)	66(26.4)
03	I believe price is the best indicator of quality	70(28)	124(49.6)	86(34.4)
04	I use to buy expensive clothing	140 (56)	43 (11.6)	67 (26.8)
05	I like going on expensive vacations	157(62.8)	50 (20.0)	43 (17.2)
06	I like having expensive jewelry/watches	110 (44)	50 (20)	90 (36)
07	I like dinning at "in" restaurants	60 (24.0)	39 (15.6)	151 (60.4)
08	I like shopping at prestigious stores	67 (26.8)	72 (28.8)	111 (44.4)
09	I like to be tidy and attractive	10 (4)	34 (13.6)	156 (62.4)

Trend of Surat showed that respondents over there were lover of eating out in good ambience & wanted to look tidy & attractive but they were not status conscious & show-off was not their cup of Tea.

Table Number- 4.52: Selected Female Internet Users' Overall Opinion on Self Perception in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I am happy with who I am	39(17.5)	75(33.8)	108(48.6)
02	I try to improve myself	0(0)	67(30.2)	155(69.7)
03	I need to manage my time more efficiently	9 (4.1)	120 (54.1)	93 (41.9)
04	I am able to afford the things that are important to me	12 (5.4)	78 (35.1)	132 (59.4)
05	I am in excellent physical condition	81 (36.5)	86 (38.7)	55 (24.8)
06	I enjoy a good family life	3 (1.3)	84 (37.8)	135 (60.8)
07	I am in control of my life	109 (49.1)	48 (21.6)	65 (29.3)
08	I am satisfied with my life	95 (42.8)	39 (17.6)	88 (39.6)
09	The future offers more and new possibilities	15(6)	61(24.4)	174(78.3)
10	I am good what I do	10(4)	48(19.2)	192(86.4)
11	I feel confident in my ability to be successful	115 (51.8)	52 (23.4)	55 (24.8)
12	I try to avoid surprises in life	88(35.2)	96(38.4)	66(26.4)
13	I rarely look back on the past; the present and future are more important	65(26)	20(8)	165(74.3)
14	Mental growth is more important to me than material growth	6(2.4)	65(26)	169(76.0)
15	I am a goal oriented person	83 (37.4)	80 (36.0)	59 (26.6)
16	I am self centered person	24 (10.8)	54 (24.3)	144 (64.9)
17	I enjoy taking risks	18 (8.1)	96 (43.2)	108 (48.6)
18	I believe that I am influential in my community	30 (13.5)	79 (35.6)	113 (50.9)
19	I consider myself to be an innovator	39 (17.6)	70 (31.5)	113 (50.9)
20	Many times I try to do more than one thing at the same time	59 (26.6)	128 (57.7)	35 (15.8)
21	If I do not write something down, I forget that easily	25 (11.3)	70 (31.5)	127 (57.2)

In the City of Rajkot maximum disagreement was of 51.8Per cent of respondents, for the statement 'I feel confident in my ability to be successful' which was against the trend found in Baroda, Ahmedabad & Surat .37.4 Per cent of respondents were disagreed to the statement that 'I am a goal oriented person'. 'I am in control of my life' & 'I am satisfied with my life' also got 42 to 49 Per cent of disagreement. Overall Per cent of female Internet users having indecisive mind was high. 60 Per cent of respondents said that they were happy .65Per cent were agreed that they are self-centered person; 78 Per cent of them believed that future offers new opportunities & 70 Per cent wanted to improve themselves.51 Per cent of respondents agreed that they were influential in community & considered themselves as an Innovator. Majority of respondents said they were good at what they do,& for them present & future were more important than past.

Table Number-4.53: Selected Female Internet Users' Overall Social Opinion in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I can make a difference in protecting the environment	84(37.8)	89(40.1)	49(22.1)
02	I am willing to spend more money on environmentally friendly products	43(19.4)	118(53.2)	61(27.5)
03	I have confidence in the economy of India	46(18.4)	64(25.6)	140(56)
04	It is becoming difficult to stay in touch with my friends and family	90(36.0)	105(42.0)	55(22.0)
05	I believe movies and TV present violence as an acceptable part of society	45(18)	70(28)	135(54)
06	I believe that the media provide me with a fair report of current events	40(16)	71(28.4)	139(55.6)
07	I distrust companies that make a lot of noise about their caring social attitude	45(18)	104(41)	101(40.4)
08	I prefer products made by my own country	69(27.6)	64(31.6)	117(46.8)
09	My lifestyle revolves around my child(ren)'s activities	76 (34.2)	76 (34.2)	70 (31.5)

In Rajkot, data revealed that 37.8 Per cent of respondents disagreed that they can make a difference in protecting environment, 40 Per cent were undecided & only 22 Per cent of them were agreed in the same. Most of the statements showing social opinion were found comparatively high Per cent of respondents having undecided mind. Agreement for social opinions was comparatively low except in case of 'I believe movies and TV present violence as an acceptable part of society'; 'I have confidence in the economy of India' & 'I believe that the media provide me with a fair report of current events', where it was about 54 to 56 Per cent. 'I distrust companies that make a lot of noise about their caring social attitude' & 'I prefer products made by my own country' have also got 40 to 46Per cent of respondents having agreed opinion.

Table Number- 5.54 : Selected Female Internet Users' Overall Opinion Status Consciousness in Rajkot City

S.No.	Selected Criteria	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	Having upscale, luxury items makes me feel better about myself	79 (35.6)	48 (21.6)	95 (42.8)
02	Many times I buy those things which I cannot really afford	106(42.4)	78(31.2)	66(26.4)
03	I believe price is the best indicator of quality	70(28)	124(49.6)	86(34.4)
04	I use to buy expensive clothing	25 (11.3)	35 (15.8)	162 (73.0)
05	I like going on expensive vacations	5 (2.3)	39 (17.6)	178 (80.2)
06	I like having expensive jewelry/watches	2 (.9)	46 (20.7)	174 (78.4)
07	I like dinning at "in" restaurants	5 (2.3)	138 (62.2)	79 (35.6)
08	I like shopping at prestigious stores	32 (14.4)	80 (36.0)	110 (49.5)
09	I like to be tidy and attractive	36 (16.2)	126 (56.8)	60 (27.0)

Female Internet users of other cities were found disagreed to the statements 'Having upscale, luxury items makes me feel better about myself' & 'Many times I buy those things which I cannot really afford', rests of the statements showing status-consciousness were having less Per cent of disagreed respondents. In case of other cities 62 Per cent of respondents were found indecisive for 'I like dinning at "in" restaurants' & 57 Per cent were found indecisive for 'I like to be tidy and attractive'. Majority of agreement was found in case of 'I like having expensive jewelry/watches'; 'I use to buy expensive clothing' & 'I like going on expensive vacations'. Respondents of other cities were found more status-conscious than rest of the cities.

Table Number-4.55: Selected Female Internet Users' Overall Opinion on Self Perception in Other Cities

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/ No Experience	Agree
01	I am happy with who I am	0(.0)	24(16.6)	121(83.4)
02	I try to improve myself	0(.0)	53(36.6)	92(63.4)
03	I need to manage my time more efficiently	24 (16.6)	51 (35.2)	70 (48.3)
04	I am able to afford the things that are important to me	0 (.0)	22 (15.2)	123 (84.8)
05	I am in excellent physical condition	13 (9.0)	33 (22.8)	99 (68.3)
06	I enjoy a good family life	1 (.7)	26 (17.9)	118 (81.4)
07	I am in control of my life	28 (19.3)	23 (15.9)	94 (64.8)
08	I am satisfied with my life	16 (11.0)	57 (39.3)	72 (49.7)
09	The future offers more and new possibilities	2(1.4)	39(26.9)	104(71.7)
10	I am good what I do	11(7.6)	25(17.2)	109(75.2)
11	I feel confident in my ability to be successful	10 (6.9)	31 (21.4)	104 (71.7)
12	I try to avoid surprises in life	46(31.7)	60(41.4)	39(26.9)
13	I rarely look back on the past; the present and future are more important	29(20.0)	12(8.3)	104(71.7)
14	Mental growth is more important to me than material growth	4(2.8)	51(35.2)	90(62.1)
15	I am a goal oriented person	17 (11.7)	31 (21.4)	97 (66.9)
16	I am self centered person	60 (41.4)	32 (22.1)	53 (36.6)
17	I enjoy taking risks	34 (23.4)	29 (20.0)	82 (56.6)
18	I believe that I am influential in my community	15 (10.3)	41 (28.3)	89 (61.4)
19	I consider myself to be an innovator	20 (13.8)	48 (33.1)	77 (53.1)
20	Many times I try to do more than one thing at the same time	1 (.7)	26 (17.9)	118 (81.4)
21	If I do not write something down, I forget that easily	45 (31.0)	32 (22.1)	68 (46.9)

Out of the responses got from other cities maximum (41Per cent) disagreement was found in case on 'I am self-centered person' followed by 31 Per cent in case of 'I try to avoid surprises in life' & 'If I do not write something down, I forget that easily'. Indecisiveness was high, maximum in case of 'I try to avoid surprises in life'. Above 80Per cent of agreement was found in 'I am able to afford the things that are important to me'; 'I am happy with who I am'; 'I enjoy a good family life' & 'Many times I try to do more than one thing at the same time'.

Majority of opinions got more than 60 Per cent of agreement, Only 'I try to avoid surprises got minimum (27Per cent) of respondents agreed to the opinion.

Table Number-4.56: Responses of Female Internet Users on Social-Opinion

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided /No Experience	Agree
01	I can make a difference in protecting the environment	1(.7)	41(28.3)	103(71.0)
02	I am willing to spend more money on environment friendly products	4(2.8)	46(31.7)	95(65.5)
03	I have confidence in the economy of India	15(9.7)	47(32.4)	84(57.9)
04	It is becoming difficult to stay in touch with my friends and family	51(35.2)	60(41.4)	34(23.4)
05	My lifestyle revolves around my child(ren)'s activities	5 (3.4)	52 (35.9)	88 (60.7)
06	I distrust companies that make a lot of noise about their caring social attitude	38(26.2)	66(45.5)	41(28.3)
07	I believe movies and TV present violence as an acceptable part of society	25(17.2)	45(31.0)	75(51.7)
08	I believe that the media provide me with a fair report of current events	38(26.2)	36(24.8)	71(49.0)
09	I prefer products made by my own country	24(16.6)	46(31.7)	75(51.7)

In case of responses towards social opinion majority (71Per cent) of female Internet users were agreed that they can make a difference in protecting environment followed by 65 Per cent of respondents who were willing to spend more money on environment friendly products. Above 50 Per cent of respondents were having confidence in the economy of India & they preferred products made in India.50 Per cent of them believed, media providing fair report but they also believed movies and TV, presenting violence as an acceptable part of society.30 to 40 Per cent of respondents were indecisive in each case. Maximum disagreement was found in case of 'It is becoming difficult to stay in touch with my friends and family' followed by 26Per cent of disagreement in 'I distrust companies that make a lot of noise about their caring social attitude' & 'I believe that the media provide me with a fair report of current events'.

Table Number-4.57: Selected Female Internet Users' Overall Opinion Status Consciousness in Other Cities

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/ No Experience	Agree
01	Having upscale, luxury items makes me feel better about myself	24 (16.6)	43 (29.7)	78 (53.8)
02	Many times I buy those things which I cannot really afford	68(46.9)	46(31.7)	31(21.4)
03	I believe price is the best indicator of quality	23(15.9)	73(50.3)	49(33.8)
04	I use to buy expensive clothing	88 (60.7)	18 (12.4)	39 (26.9)
05	I like going on expensive vacations	89 (61.4)	32 (22.1)	24 (16.6)
06	I like having expensive jewelry/watches	78 (53.8)	40 (27.6)	27 (18.6)
07	I like dinning at "in" restaurants	35 (24.1)	23 (15.9)	87 (60.0)
08	I like shopping at prestigious stores	40 (27.6)	42 (29.0)	63 (43.4)
09	I like to be tidy and attractive	3 (2.1)	37 (25.5)	105 (72.4)

Majority of female Internet users from other cities were disagreed on buying expensive Cloths, Jewellery & going on expensive vacations. In case of 'I believe price is the best indicator of Quality' Respondents were found more indecisive. 72 Per cent of female Internet users were agreed to be tidy & attractive but they were not in favour of expensive means to achieve that. Apart from that, they liked outing and having dinner in good ambiance.

Table Number- 4.58 : Selected Female Internet Users' Overall Opinion on Self Perception

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	I am happy with who I am	61(5.4)	207(18.5)	850(76)
02	I try to improve myself	0(0)	260(23.2)	858(76.7)
03	I am in excellent physical condition	164 (14.6)	259 (23.1)	695 (62.1)
04	I enjoy a good family life	5 (.4)	203 (18.1)	910 (81.3)
05	I am in control of my life	278 (24.8)	216 (19.3)	624 (55.8)
06	I am satisfied with my life	169 (15.1)	356 (31.8)	593 (53)
07	The future offers more and new possibilities	63(5.6)	361(32.2)	694(62)
08	I am good what I do	137(12.2)	244(21.8)	737(65.9)
09	I feel confident in my ability to be successful	198 (17.7)	198 (17.7)	695 (62.1)
10	I try to avoid surprises in life	306(27.3)	406(36.3)	406(36.3)
11	I need to manage my time more efficiently	175 (15.6)	404 (36.1)	539 (48.2)
12	I am able to afford the things that are important to me	12 (1.0)	258 (23)	848 (75.8)
13	I rarely look back on the past; the present and future are more important	245(21.9)	201(17.9)	662(59.2)
14	Mental growth is more important to me than material growth	75(6.7)	371(33.1)	662(59.2)
15	I am a goal oriented person	167 (14.9)	167 (14.9)	687 (61.4)
16	I am self centered person	424 (37.9)	424 (37.9)	423 (37.8)
17	I enjoy taking risks	223 (19.9)	223 (19.9)	636 (56.8)
18	I believe that I am influential in my community	124 (11)	124 (11)	652 (58.3)
19	I consider myself to be an innovator	207 (18.5)	207 (18.5)	554 (49.5)
20	Many times I try to do more than one thing at the same time	305 (27.2)	305 (27.2)	552 (49.3)
21	If I do not write something down, I forget that easily	303 (27.1)	303 (27.1)	567 (50.7)

In the overall picture of selected cities of Gujarat, none of the respondents disagreed that they wanted to improve themselves. Maximum (40 Per cent) disagreement was found in case of 'I am self centered person' followed by 'Many times I try to do more than one thing at the same time'; 'I try to avoid surprises in life' & 'If I do not write something down, I forget that easily'. 40 Per cent of respondents were indecisive in the statement 'I am self centered person'. Rests of the criteria got up to 30 Per cent of indecisiveness. There were majority of criteria which have got more than 75 Per cent of respondents agreed. Criteria about Control of life; satisfaction with life; consideration of themselves as an innovator, enjoyment in taking risk and being a goal oriented person were opted agreed by more than 55 Per cent of respondents. Rests of the criteria also got good Percentages in agreement by the female Internet users.

Table Number 4.59: Selected Female Internet Users' Overall Social Opinion

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	I can make a difference in protecting the environment	195(17.4)	278(24.8)	645(57.6)
02	I am willing to spend more money on environmentally friendly products	66(5.9)	386(34.5)	666(59.5)
03	I have confidence in the economy of India	149(13.3)	369(33)	600(53.6)
04	It is becoming difficult to stay in touch with my friends and family	331(29.6)	417(37.2)	370(33)
05	I believe movies and TV present violence as an acceptable part of society	172(15.3)	358(32)	588(52.5)
06	I believe that the media provide me with a fair report of current events	209(18.6)	327(29.2)	582(52)
07	I distrust companies that make a lot of noise about their caring social attitude	236(21.1)	441(39.4)	441(39.4)
08	My lifestyle revolves around my child(ren)'s activities	148 (13.2)	148 (13.2)	634 (56.7)
09	I prefer products made by my own country	234(20.9)	335(29.9)	549(49.1)

All of the social opinions were having more than 50 Per cent of agreement. Media was accepted as reliable source by 52 Per cent of respondents & they were having trust on the companies, which were having caring social attitude. Approximately 60 Per cent of female Internet users were having lifestyle revolving around their children & believe that environment can be protected by their efforts.

Table Number-4.60: Selected Female Internet Users' Overall Opinion Status Consciousness

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	Having upscale, luxury items makes me feel better about myself	233 (20.8)	233 (20.8)	591 (52.8)
02	I believe price is the best indicator of quality	279(24.9)	444(39.7)	425(38)
03	Many times I buy those things which I can not really afford	427(38.1)	318(28.4)	374(33.4)
04	I use to buy expensive clothing	528 (47.2)	154 (13.7)	436 (38.9)
05	I like going on expensive vacations	528 (47.2)	166 (14.8)	424 (37.9)
06	I like having expensive jewelry/watches	423 (37.8)	259 (23.1)	436 (38.9)
07	I like dinning at "in" restaurants	238 (21.2)	274 (24.5)	616 (55)
08	I like shopping at prestigious stores	264 (23.6)	322 (28.8)	532 (47.5)
09	I like to be tidy and attractive	67 (5.9)	302 (27)	699 (62.5)

In all this can be interpreted from the total data that Female Internet users in Gujarat were disagreed in their opinion of buying expensive clothing, jewellery, vacation and buy only those things which they can afford. On an average 20 to 30 Per cent of indecisiveness was found in majority of opinions. Majority of respondents liked to be tidy & attractive and were found fond of having dinner in good ambience.

Table Number 4.61: Selected Female Internet Users' Overall Opinion on TV Advertising in Baroda City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/ No Experience	Agree
01	I like to watch TV advertising	69 (30.7)	53 (21.1)	129 (48.2)
02	I usually fast forward through the advertisements when watching recorded shows	28 (11.1)	91 (36.4)	122 (48.8)
03	I trust the news that I watch on TV	48 (19.1)	100 (39.8)	103 (41.0)
04	I rarely change channel when a commercial comes on during a TV show I am interested in	86 (34.62)	124 (49.4)	41(16.3)

➤ In the City of Baroda 34.62 Per cent disagreed that they rarely change channel when a commercial comes on during a TV show, they are interested in, followed by 30.7 Per cent of the sample population who disagreed that they liked to watch TV Advertisements; 49.4 Per cent of respondents in Baroda could not say that rarely change channel when a commercial comes on during a TV show I am interested in. 35 to 40 Per cent of respondents could not say that usually fast forward through the advertisements while watching recorded shows & they trust the news that they watch on TV; In the City of Baroda 48 Per cent of the sample population agreed that they liked to watch TV

Advertisements and they usually fast forward through the advertisements while watching recorded shows 41 Per cent of them agreed that they trust the news that they watch on TV only 16.3 Per cent agreed that rarely change channel when a commercial comes on during a TV show ,they were interested in TV advertising.

Table Number 4.62: Selected Female Internet Users' Overall Opinion on TV Advertising in Ahmedabad City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01	I like to watch TV advertising	77 (30.8)	52 (20.8)	121 (48.4)
02	I usually fast forward through the advertisements when watching recorded shows	26 (10.4)	90 (36)	134 (53.6)
03	I trust the news that I watch on TV	53 (19.2)	94 (39.6)	103 (41.2)
04	I rarely change channel when a commercial comes on during a TV show I am interested in	62 (24.8)	124 (49.6)	64 (25.6)

- In the City of Ahmedabad 30.8 Per cent of the sample population disagreed that they liked to watch TV Advertisements followed by 24.8 Per cent of respondents who disagreed that they rarely change channel when a commercial starts. Maximum (49.6 Per cent) respondents were found indecisive in case of changing channel when a commercial starts. 40 Per cent of them could not say that they trust the news that they watch on TV; followed by 36 Per cent who were indecisive that they usually fast forward through the advertisements while watching recorded shows.
- When it comes to agreement 53.6 Per cent of female Internet users agreed that usually fast forward through the advertisements while watching recorded shows followed by 48.4 Per cent of the respondents who agreed that they liked to watch TV Advertisements & 41.2 Per cent agreed that they trust the news that they watch on TV.

Table Number 4.63: Selected Female Internet Users' Overall Opinion on TV Advertising in Surat City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/No Experience	Agree
01	I like to watch TV advertising	85 (34)	27 (10.8)	138 (55.2)
02	I usually fast forward through the advertisements when watching recorded shows	19 (7.6)	90 (36)	141 (56.4)
03	I trust the news that I watch on TV	48 (19.2)	99 (39.6)	103 (41.2)
04	I rarely change channel when a commercial comes on during a TV show I am interested in	62 (24.8)	156 (62.4)	32 (12.8)

- In the City of Surat 34 Per cent of the sample population disagreed that they liked to watch TV Advertisements; followed by 24.8 Per cent who disagreed that they rarely change channel when a commercial starts.

As a point of difference 62.4 Per cent were in decisive in case of opinion that they rarely change channel when a commercial starts, 40 Per cent of female internet users could not say that they trust the news that they watch on TV. Above 55 Per cent of agreement was found only in case of 'I like to watch TV advertising' & 'I usually fast forward through the advertisements when watching recorded shows'. Trust on TV news was found only of 40Per cent of respondents.

Table Number 4.64: Selected Female Internet Users' Overall Opinion on TV Advertising in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondent (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I like to watch TV advertising	41 (18.5)	60 (27.0)	121 (54.5)
02	I usually fast forward through the advertisements when watching recorded shows	20 (8.9)	108 (48.6)	94 (42.3)
03	I trust the news that I watch on TV	6 (2.7)	93 (41.9)	123 (55.4)
04	I rarely change channel when a commercial comes on during a TV show I am interested in	23 (10.4)	28 (12.6)	171 (77.0)

- In the City of Rajkot, comparatively disagreement was less. 18.5 Per cent of the sample population disagreed that they liked to watch TV Advertisements; 40 to 50 Per cent of indecisiveness was found in case of 'I usually fast forward through the advertisements while watching recorded shows' & 'I trust the news that I watch on TV'.
- When we talk about agreement 77 Per cent of respondents agreed that rarely change channel when a commercial starts. 55 Per cent agreed that they liked to watch TV Advertisements & they trust the news that they watch on TV.

Table Number 4.65: Selected Female Internet Users' Overall Opinion on TV – Advertising in Other Cities

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/ No Experience	Agree
01	I like to watch TV advertising	46 (31.7)	30 (20.7)	69 (47.6)
02	I usually fast forward through the advertisements when watching recorded shows	13 (5.8)	53 (36.6)	79 (54.5)
03	I trust the news that I watch on TV	31 (21.4)	56 (38.6)	58 (40.0)
04	I rarely change channel when a commercial comes on during a TV show I am interested in	38 (26.2)	70 (48.3)	37 (25.5)

➤ In the other cities 31.7 Per cent of the sample population disagreed that they liked to watch TV Advertisements; 26.2 Per cent disagreed that rarely change channel when a commercial starts while 48 Per cent were indecisive. 21.4 Per cent disagreed and 38.6 Per cent could not say that they trust the news that they watch on TV; Only 5.8 Per cent disagreed that they usually fast forward through the advertisements while watching recorded shows and 36.6 Per cent could not say that usually fast forward through the advertisements while watching recorded shows. 47.6 Per cent of the sample population agreed that they liked to watch TV Advertisements; 54.5 Per cent agreed that usually fast forward through the advertisements while watching recorded shows; 40 Per cent agreed that they trust the news that they watch on TV and 25.5 Per cent agreed that rarely change channel when a commercial starts.

Table Number 4.66: Selected Female Internet Users' Overall Opinion on TV Advertising

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	I like to watch TV advertising	318 (28.4)	327 (29.2)	578 (51.6)
02	I usually fast forward through the advertisements when watching recorded shows	106 (9.4)	432 (38.6)	570 (50.9)
03	I trust the news that I watch on TV	186 (16.6)	442 (39.5)	490 (43.8)
04	I rarely change channel when a commercial comes on during a TV show I am interested in	271 (24.2)	502 (44.9)	345 (30.8)

➤ The overall pattern from table revealed that 28.4 Per cent of the sample population disagreed that they liked to watch TV Advertisements followed by 24.2 Per cent disagreed that rarely change channel when a commercial starts where 50 Per cent respondents were indecisive. 16.6 Per cent disagreed that they trust the news that they watch on TV and only 9.4 Per cent disagreed that usually fast forward through the advertisements during watching recorded shows while 39 Per cent of respondents were indecisive. Overall half of the respondents were agreed that they like TV Advertising & they usually fast forward through the advertisements during watching recorded shows, Trust on TV news was found less in Per cent in case of other cities.

Table Number 4.67: Selected Female Internet Users' Overall Opinion on Online Shopping in Baroda City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/No Experience	Agree
01	I prefer to get all my shopping done in one large supermarket	65 (25.9)	55 (21.9)	131 (52.1)
02	I often switch brands because of bargains/special offers	79 (31.5)	52 (20.7)	120 (47.8)
03	I like try/taste samples of products demonstrated	52 (20.7)	82 (32.7)	117 (46.6)
04	I will go out of my way to shop where I can save money	23 (37.5)	59 (23.5)	69 (27.4)
05	Supermarket private label offer same quality as known brands	102 (40.6)	54 (21.54)	85 (33.8)
06	I enjoy trying new products even if I'm not sure I'll like it	91 (36.4)	75 (30)	85 (33.8)
07	Worth paying a little more for higher quality products	0 (0)	20 (7.9)	231 (92.4)

- In the City of Baroda, 30 to 40 Per cent of respondents were found in disagreement with 'they go out of their way to shop where they can save money'; 'Supermarket private label offer same quality as known brands' & 'I enjoy trying new products even if they are not sure they will like it'; 20 to 30 Per cent of respondents were disagreed that 'they prefer to get all their shopping in one large supermarket'; 'they often switch brands because of bargains/special offers'; 'that they like to try samples of products demonstrated'; none of them disagreed that it was worth paying a little more for higher quality products. On an average 20 to 30 Per cent of indecisiveness was also there in every case. Majority (92.4 Per cent) of female Internet users were found agreed in case of 'Worth paying a little more for higher quality products'. 40 to 50 Per cent agreement was there in case of 'I prefer to get all my shopping done in one large supermarket'; 'I often switch brands because of bargains/special offers' & 'I like try/taste samples of products demonstrated'.

Table Number 4.68: Selected Female Internet Users' Overall Opinion on Online Shopping in Ahmedabad City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01.	I prefer to get all my shopping done in one large supermarket	54 (25.6)	35 (22.0)	111 (44.4)
02.	I often switch brands because of bargains/special offers	78 (31.2)	52 (20.8)	120 (48.0)
03.	I like try/taste samples of products demonstrated	52 (20.8)	51 (20.4)	147 (58.8)
04.	I will go out of my way to shop where I can save money	94 (37.6)	45 (18)	101 (40.4)
05.	Supermarket private label offer same quality as known brands	98 (39.2)	48 (19.2)	90 (36)
06.	I enjoy trying new products even if I'm not sure I'll like it	76 (30.6)	90 (37.8)	104 (41.6)
07.	Worth paying a little more for higher quality products	0 (0)	43 (17)	207 (82.8)

- In the City of Ahmedabad, Maximum disagreement was found in case of 'Supermarket private label offer same quality as known brands' & 'I will go out of my way to shop where I can save money'. 20 to 30 Per cent of disagreement was found in all other statements. None of them disagreed that it was worth paying a little more for higher quality products. When we talk about indecisiveness among others maximum indecisiveness was found in case of 'I enjoy trying new products even if I'm not sure I'll like it', while others were having up to 20 Per cent indecisive respondents.
- 82.8 Per cent agreed that it was worth paying a little more for higher quality products followed by 59 Per cent of respondents agreed on 'I like try/taste samples of products demonstrated'. In comparison to Baroda Per cent of agreement was slightly higher in case of Ahmedabad.

Table Number 4.69: Selected Female Internet Users' Overall Opinion on Online Shopping in Surat City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I prefer to get all my shopping done in one large supermarket	56 (25.6)	51 (22.4)	143 (57.2)
02	I often switch brands because of bargains/special offers	78 (31.2)	52 (20.8)	120 (48.0)
03	I like try/taste samples of products demonstrated	52 (20.8)	81 (32.4)	117 (46.8)
04	I will go out of my way to shop where I can save money	107 (40.4)	45 (18)	98 (39.2)
05	Supermarket private label offer same quality as known brands	31 (12.4)	115 (46.0)	104 (41.6)
06	I enjoy trying new products even if I'm not sure I'll like it	101 (40.4)	65 (26.0)	84 (33.6)
07	Worth paying a little more for higher quality products	0 (0)	20 (8.0)	230 (92.0)

- In the City of Surat, majority of female Internet users were agreed to do all their shopping in one large super market and 46 to 48 Per cent of them liked to try new samples and were ready to switch brands for special offers. They all were ready to pay little more for higher quality products that are why, they had shown disagreement 'to go out of way to shop where money can be saved' & 'to try new products even in case of disliking'. Maximum indecisiveness was found in case of 'Supermarket private label offer same quality as known brands', rest of the statements were having 20 to 30 Per cent of respondents having indecisiveness.

Table Number 4.70: Selected Female Internet Users' Overall Opinion on Online Shopping in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	I prefer to get all my shopping done in one large supermarket	9 (4.1)	124 (55.9)	89 (40.1)
02	I often switch brands because of bargains/special offers	37 (16.7)	88 (39.6)	97 (43.7)
03	I like try/taste samples of products demonstrated	23 (10.4)	82 (36.9)	117 (52.7)
04	I will go out of my way to shop where I can save money	18 (8.1)	83 (37.4)	121 (54.5)
05	Supermarket private label offer same quality as known brands	8 (3.6)	97 (43.7)	117 (52.7)
06	I enjoy trying new products even if I'm not sure I'll like it	12 (5.4)	60 (27.0)	150 (67.6)
07	Worth paying a little more for higher quality products	42 (18.9)	164 (73.9)	16 (7.2)

In the City of Rajkot, different trend was found, here Per cent of disagreement were low while indecisiveness was comparatively on the higher side. In case of agreement majority of respondents were agreed on 'I enjoy trying new products even if I'm not sure I'll like it', rest of the statements were having up to 52Per cent of respondents agreed.

Table Number 4.71: Selected Female Internet Users' Overall Opinion on Online Shopping in Other Cities

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/ No Experience	Agree
01.	I prefer to get all my shopping done in one large supermarket	40 (27.6)	34 (23.4)	71 (49.0)
02.	I often switch brands because of bargains/special offers	47 (32.4)	33 (22.8)	65 (44.8)
03.	I like try/taste samples of products demonstrated	31 (21.4)	49 (33.8)	65 (44.8)
04.	I will go out of my way to shop where I can save money	58 (40.0)	34 (23.4)	53 (36.6)
05.	Supermarket private label offer same quality as known brands	18 (12.4)	69 (47.6)	58 (40.0)
06.	I enjoy trying new products even if I'm not sure I'll like it	57 (39.3)	37 (25.5)	51 (35.2)
07.	Worth paying a little more for higher quality products	0 (0)	13 (9.0)	132 (91.0)

In other cities trend is very close to Ahmedabad having 91 Per cent of respondents agreed to pay more for higher quality products. Indecisiveness among respondents was comparatively lower than Rajkot. Maximum disagreement was in case of 'I will go out of my way to shop where I can save money'.

Table Number 4.72: Selected Female Internet Users' Overall Opinion on Online Shopping

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	I prefer to get all my shopping done in one large supermarket	224 (20)	299 (26.7)	545 (48.7)
02	I often switch brands because of bargains/special offers	319 (28.5)	277 (24.7)	522 (46.6)
03	I like try/taste samples of products demonstrated	210 (18.7)	345 (30.8)	563 (50.3)
04	I will go-out of my way to shop where I can save money	300 (26.8)	266 (23.7)	442 (39.5)
05	Supermarket private label offer same quality as known brands	257 (22.9)	383 (34.2)	454 (40.6)
06	I enjoy trying new products even if I'm not sure I'll like it	337 (30.1)	327 (29.2)	474 (42.3)
07	Worth paying a little more for higher quality products	42 (3.7)	260 (23.2)	816 (72.9)

➤ Overall trend clearly showed that female Internet users were not agree to try those product for liking of which they were not sure, simultaneously neither they were ready to switch brands because of special offers nor they were ready to go out of way to shop for saving money.

➤ In case of indecisiveness 34.2 Per cent could not say that 'Supermarket private label offer same quality as known brands' & on an average 20 to 30 Per cent of respondents were found indecisive in all criteria. 72.9 Per cent of respondents agreed that it was 'worth paying a little more for higher quality products', rest of the statement carried 40 to 50 Per cent of respondents agreed with the selected criteria for shopping.

Table Number 4.73: Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Baroda City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		BARODA CITY		
		Disagree	Undecided/ No Experience	Agree
01	Once I found a brand I like, I stick with it	50 (19.9)	32(12.7)	169 (67.3)
02	I look for nutritionally fortified food products	12 (4.7)	61(24.4)	178 (71.8)
03	I often use the nutritional labels on food to help me select	38 (15.1)	76(30.2)	137 (54.8)
04	I often buy items thought of as organic foods	22 (8.8)	125(49.8)	104 (41.4)
05	I prefer to buy food items that help me manage my weight	98 (39.2)	73(29)	80 (32)
06	I want to buy what my kids ask for	37 (14.7)	78(31)	136 (54.1)
07	I look for food products my kids can fix themselves	84 (33.4)	105(41.8)	62 (24.7)
08.	I look certain foods solely for health reasons	32 (12.7)	27(6.7)	192 (76.5)

- In the City of Baroda, 39.2 Per cent of selected female Internet users disagreed that they prefer to buy food items which enable them to manage their weight; followed by 33.4 Per cent of respondents who disagreed that they look for food products that the kids can prepare themselves. Rests of the criteria were having below 20 Per cent disagreement.
- When we talk about opinion regarding shopping of food items 49.8 Per cent of selected female Internet user couldn't say that they often bought items thought of as organic foods followed by 41.8 Per cent of respondents who could not say that they look for food products that the kids can prepare themselves; others were having below 30 Per cent indecisiveness.
- Majority (76.5 Per cent) of Female Internet users agreed that they want to buy only those food products which are healthy, supporting this data 71.8 Per cent agreed that they look for nutritionally fortified food products; 54.8 Per cent agreed that they often used the nutritional labels on food to help them select it and 41.4 Per cent agreed that they often bought items which they thought were organic foods. Showing less concern to management of weight 32 Per cent agreed that they prefer to buy food items which enable them to manage their weight. In Barodian females brand loyalty were on the higher side i.e., 67.3 Per cent who agreed that once they found a brand they liked, they stuck with it and when it came to kids , 54.1 Per cent agreed that they want to buy what their kids like & 24.7 Per cent of them agreed that they look for food products that the kids can prepare themselves.

Table Number 4.74: Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Ahmedabad City

S. No	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		AHMEDABAD CITY		
		Disagree	Undecided/ No Experience	Agree
01	Once I found a brand I like, I stick with it	78 (31.2)	31(12.4)	141 (56.4)
02	I look for nutritionally fortified food products	5(2)	72(28.8)	173 (69.2)
03	I often use the nutritional labels on food to help me select	24 (9.6)	85(34)	141 (12.4)
04	I often buy items thought of as organic foods	43 (17.2)	103(41.2)	104 (41.6)
05	I prefer to buy food items that help me manage my weight	77 (33.8)	62(24.8)	111 (43.2)
06	I want to buy what my kids ask for	31 (12.4)	115(46.0)	104 (41.6)
07	I look for food products my kids can fix themselves	44 (17.6)	127(50.8)	79 (13.6)
08.	I look certain foods solely for health reasons	12 (4.8)	40(16)	198(79.2)

- In the City of Ahmedabad also, 33.8 Per cent of the of selected female Internet users disagreed that they prefer to buy food items which enable them to manage their weight followed by 31.2 Per cent disagreed that once they found a brand they liked, they stuck with it. Rests of the criteria were having below 20Per cent disagreement.

- There were only 4.8 Per cent respondents who disagreed that they want to buy only those food products which are healthy and only 2 Per cent of respondents disagreed that they look for nutritionally fortified food products.
- In the City of Ahmedabad, comparatively indecisiveness was high. 50.8 Per cent of female Internet users couldn't say that they look for food products that the kids can prepare themselves followed by 46 Per cent & 41.2 Per cent of respondents who couldn't say that 'they want to buy what their kids like' & 'they often bought items which they thought were organic foods' respectively.
- Concern for health and nutrition were found on the higher side in Ahmedabad, 79.2 Per cent of respondents agreed that 'they want to buy only those food products which are healthy' followed by 69.2 Per cent of them, who agreed that they look for nutritionally, fortified food products. Above 40 Per cent of respondents were agreed that 'they prefer to buy food items which enable them to manage their weight'; 'they often bought items which they thought were organic foods' & 'they want to buy what their kids like' but females were reluctant for letting kids cook the food. Female Internet users of Ahmedabad were brand loyal, 56.4 Per cent agreed that once they found a brand they liked, they stuck with it.

Table Number-4.75: Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Surat City

S. No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		SURAT CITY		
		Disagree	Undecided/ No Experience	Agree
01	Once I found a brand I like, I stick with it	50 (20.0)	31(12.4)	169 (67.6)
02	I look for nutritionally fortified food products	0 (.0)	72(28.8)	178 (71.2)
03	I often use the nutritional labels on food to help me select	38 (15.1)	75(30.0)	137 (54.8)
04	I often buy items thought of as organic foods	34 (8.8)	98(39.2)	118 (47.2)
05	I prefer to buy food items that help me manage my weight	112 (44.8)	52(20.8)	86 (34.4)
06	I want to buy what my kids ask for	31 (12.4)	56(22.4)	163 (65.5)
07	I look for food products my kids can fix themselves	44 (17.6)	144(57.6)	62 (24.8)
08	I look certain foods solely for health reasons	45 (18)	34(23.6)	171 (76.4)

- Following the trend of Baroda & Ahmedabad, in the City of Surat also maximum (44.8 Per cent) respondents disagreed that they prefer to buy food items which enable them to manage their weight; 20 Per cent of respondents disagreed that once they found a brand they liked, they stuck with it; 18 Per cent disagreed that they want to buy only those food products which are healthy; 17.6 Per cent disagreed that they look for food products that the kids can prepare themselves; 15.1 Per cent disagreed that they often used the nutritional labels on food to help them select it and 12.4 Per cent disagreed that they want to buy what their kids like; 8.8 Per cent disagreed that they often bought items which they thought were organic foods. None of them disagreed that they look for nutritionally fortified food products, which showed their concern for nutritious food.

- In the City of Surat, 50.8 Per cent could not say that they look for food products that the kids can prepare themselves followed by 46 Per cent who couldn't say that they want to buy what their kids like; 41.2 Per cent could not say that they often bought items which they thought were organic foods; 34 Per cent could not say that they often used the nutritional labels on food to help them select it.
- In the City of Surat, brand loyalty was high, 67.6 Per cent agreed that once they found a brand they liked, they stuck with it. Health & nutrition were on the top with 76.6 Per cent female Internet users who agreed that they want to buy only those food products which are healthy; 71.2 Per cent agreed that they look for nutritionally fortified food products; 54.8 Per cent agreed that they often used the nutritional labels on food to help them select it; 47.2 Per cent agreed that they often bought items which they thought were organic foods; and 34.4 Per cent agreed that they prefer to buy food items which enable them to manage their weight. 65.5 Per cent of respondents agreed that they want to buy what their kids like and 24.8 Per cent agreed that they look for food products that the kids can prepare themselves.

Table Number-4.76: Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Rajkot City

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		RAJKOT CITY		
		Disagree	Undecided/ No Experience	Agree
01	Once I found a brand I like, I stick with it	70 (31.5)	94(42.3)	58 (26.1)
02	I look for nutritionally fortified food products	40 (18.0)	130(58.6)	52 (23.4)
03	I often use the nutritional labels on food to help me select	56 (25.2)	65(29.3)	101 (45.5)
04	I often buy items thought of as organic foods	46 (20.7)	63(28.4)	113 (50.9)
05	I prefer to buy food items that help me manage my weight	58 (26.1)	70(31.5)	94 (42.3)
06	I want to buy what my kids ask for	9 (4.1)	84(37.8)	129 (58.1)
07	I look for food products my kids can fix themselves	17 (7.7)	37(16.7)	168 (75.7)
08	I look certain foods solely for health reasons	22 (9.9)	152(68.5)	48 (21.6)

- In the City of Rajkot, 31.5 Per cent disagreed that once they found a brand they liked, they stuck with it; 18 Per cent disagreed that they look for nutritionally fortified food products; 26.1 Per cent disagreed that they prefer to buy food items which enable them to manage their weight; 25.2 Per cent agreed that they often used the nutritional labels on food to help them select it; 20.7 Per cent disagreed that they often bought items which they thought were organic foods; 9.9 Per cent disagreed that they want to buy only those food products which are healthy; 7.7 Per cent disagreed that they look for food products that the kids can prepare themselves and only 4.1 Per cent disagreed that they want to buy what their kids like.

- In Rajkot, majority of respondents were not sure for their health concern because 68.5 Per cent could not say that they want to buy only those food products which are healthy and 58.6 Per cent could not say that they look for nutritionally fortified food products. Female Internet Users of Rajkot were not even brand loyal, 42.3 Per cent could not say that once they found a brand they liked, they stuck with it. 37.8 Per cent could not say that they want to buy what their kids like. 28 to 31 Per cent of respondents were indecisive when asked regarding their buying of organic & nutritious food or whether they buy food keeping in mind their weight.
- In the City of Rajkot, exceptionally 75.7 Per cent agreed that they look for food products that the kids can prepare themselves. When it was asked about health concern, 50.9 Per cent agreed that they often bought items which they thought were organic foods; 45.5 Per cent agreed that they often used the nutritional labels on food to help them select it & 42.3 Per cent agreed that they prefer to buy food items which enable them to manage their weight.
- Brand Loyalty was not that high as it was in the City of Baroda, Ahmedabad & Surat, 26.1 Per cent agreed that once they found a brand they liked, they stuck with it; 23.4 Per cent agreed that they look for nutritionally fortified food products; 58.1 Per cent agreed that they want to buy what their kids like.

Table Number-4.77: Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Other Cities

S. No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OTHER CITIES OF GUJARAT		
		Disagree	Undecided/ No Experience	Agree
01	Once I found a brand I like, I stick with it	29 (20.0)	20(13.8)	96 (66.2)
02	I look for nutritionally fortified food products	0 (.0)	46(31.7)	99 (68.3)
03	I often use the nutritional labels on food to help me select	21 (14.5)	49(33.8)	75 (51.7)
04	I often buy items thought of as organic foods	13 (9.0)	74(51.0)	58 (40.0)
05	I prefer to buy food items that help me manage my weight	10 (6.9)	64(44.1)	71 (49.0)
06	I want to buy what my kids ask for	20 (13.8)	67(46.2)	58 (40.0)
07	I look for food products my kids can fix themselves	27 (18.6)	85(58.6)	33 (22.8)
08	I look certain foods solely for health reasons	0 (.0)	34(23.4)	111 (76.6)

- In the other cities, none of them disagreed that they look for nutritionally fortified food products & they want to buy only those food products which are healthy. In the other cities ease of preparation of food for kids was not of much importance because 58.6 Per cent could not say that they look for food products that the kids can prepare themselves; 51 Per cent could not say that they often bought items which they thought were organic foods;

46.2 Per cent could not say that they want to buy what their kids like; 44.1 Per cent could not say that they prefer to buy food items which enable them to manage their weight; 33.8 Per cent could not say that they often used the nutritional labels on food to help them select it; 31.7 Per cent could not say that they look for nutritionally fortified food products; 23.4 Per cent could not say that they want to buy only those food products which are healthy and 13.8 Per cent could not say that once they found a brand they liked, they stuck with it;

➤ Other cities also followed the trend having majority (76.6 Per cent) of female Internet users agreed that they want to buy only those food products which are healthy ; 68.3 Per cent agreed that they look for nutritionally fortified food products; 51.7 Per cent agreed that they often used the nutritional labels on food to help them select it; 49 Per cent agreed that they prefer to buy food items which enable them to manage their weight; 40 Per cent agreed that they often bought items which they thought were organic foods.

➤ 66.2 Per cent of female Internet users agreed that once they found a brand they liked they stuck with it. When it comes to kids 40 Per cent of respondents agreed that they want to buy what their kids like but among respondents, few (22.8 Per cent) agreed that they look for food products that the kids can prepare themselves.

Table Number-4.78: Selected Female Internet Users' Overall Opinion on Shopping of Food Products

S.No.	Selected Criteria ↓	Classification of Respondents (Number and Per cent)		
		OVERALL		
		Disagree	Undecided/ No Experience	Agree
01	Once I found a brand I like, I stick with it	277 (24.7)	208(18.6)	633 (56.6)
02	I look for nutritionally fortified food products	57 (5)	381(34)	680 (60.8)
03	I often use the nutritional labels on food to help me select	177 (15.8)	350(31.3)	591 (52.8)
04	I often buy items thought of as organic foods	158 (14.1)	463(41.4)	497 (44.4)
05	I prefer to buy food items that help me manage my weight	355 (31.7)	321(28.7)	442 (39.5)
06	I want to buy what my kids ask for	128 (11.4)	400(35.7)	590 (52.7)
07	I look for food products my kids can fix themselves	216 (19.3)	498(44.5)	404 (36.1)
08	I look certain foods solely for health reasons	111 (9.9)	287(25.6)	720 (64.4)

➤ The total data indicated that, 31.7 Per cent of respondents disagreed that they prefer to buy food items which enable them to manage their weight followed by 24.7 Per cent of the sample population who disagreed that once they found a brand they liked, they stuck with it; only 5 Per cent disagreed that they look for nutritionally fortified food products. 44.5 Per cent could not say that they look for food products that the kids can prepare themselves followed by 41.4 Per cent who couldn't say that they often bought items which they thought were organic foods; 35.7 Per cent could not say that they want to buy what their kids like & 34 Per cent could not say that they look for nutritionally fortified food products.

- The overall data indicated that 64.4 Per cent agreed that they want to buy only those food products which are healthy, 60.8Per cent of female Internet users agreed that they look for nutritionally fortified food products followed by 56.6 Per cent of respondents who were brand loyal who agreed that once they found a brand they liked, they stuck with it. 53 Per cent of respondents agreed that they often used the nutritional labels on food to help them select it & they want to buy what their kids like. 44.4 Per cent agreed that they often bought items which they thought were organic foods and 39.5 Per cent of respondents agreed that they prefer to buy food items which enable them to manage their weight.
