

# BIBLIOGRAPHY

## **BIBLIOGRAPHY**

| <b>NUMBER</b> | <b>PARTICULARS</b> | <b>PAGE<br/>NUMBER</b> |
|---------------|--------------------|------------------------|
| 01            | Research Journals  | 360                    |
| 02            | Research Reports   | 382                    |
| 03            | Business Magazines | 382                    |
| 04            | Reference Books    | 383                    |
| 05            | Webliography       | 385                    |

## SELECTED REFERENCES:

### (A) RESEARCH JOURNALS:

1. Abdul Razeq Mustafa Younis (2002); The Perception and administrative effect of Internet usage in Jordanian university libraries; *Online Information Review*; Volume- 26; Number-3; PP.193-208.
2. Adite Chatterjee (1995); Marketing to the New Indian Consumer of Generation I; *Business Today*; Nov. 1995; PP. 72-86.
3. Agarwal, R., & Prasad, J. (1997); The role of innovation characteristics and perceived voluntaries in the acceptance of information technologies; *Decision Sciences*, 28(3), PP. 557-581.
4. Alan R. Andreason (1984); Life Status Changes and Changes in Consumer Preferences and Satisfaction; *Journal of Consumer Research*; Vol. 11 (No.3, December 1984); PP. 205-218
5. Alba, J., J. Lynch, B. Weitz, C. Janiszewski, R. Lutz, A. Sawyer, and S. Wood (1997); Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces; *Journal of Marketing*, 61 (July): PP .38-53.
6. Alder Alfred(1973);The lifestyle analysis ;The journal of clinical psychology; PP. 234-240
7. Alka Gupta and Amrik Singh Sudan (1999); Psychographic Dimension and Advertising Effectiveness; *Indian Journal of Marketing Research*; Vol. 29 (July-March 1999); PP. 432-9.
8. Alok Gupta, Boris Jukic, Mingzhi Li, Dale O. Stahl and Andrew B. Whinston(2001); Estimating Internet Users' Demand Characteristics; *Computational Economics* 17; PP. 203–218, 2001.
9. Althaus, S.L. and D. Tewksbury (2000); Patterns of Internet and Traditional News Media Use in a Networked Community; *Political Communication* 17(1): PP. 21–45.
10. and communication pleasure—The Taiwan's case. *Int. J. Educ. Telecomm.* 5(1): 47–64.
11. Anderson, B., & Tracey, K. (2001); Digital living: The impact (or otherwise) of the Internet on
12. Andreasen, Alan R. (1967); Leisure, Mobility, and Life-Style Patterns; in *Changing Marketing Systems*, ed. Reed Moyer, Chicago; IL: American Marketing Association; PP. 55-62.
13. Anna Lund Jepsen (2007); Factors Affecting Consumer Use Of The Internet For Information Search; *Journal Of Interactive Marketing*; Volume 21 / Number 3; PP.21-34.

14. Annan, K. (2003); 'Secretary-General's Message'; [delivered by Amir Dossal, Executive Director, UN Fund for International Partnerships]; paper presented at the 'Net World Order: Bridging the Global Digital Divide' conference; New York, 18 June.
15. Anne Goulding; Online Communication: For Good Or Evil?; Editorial Giftly Adilca is fedller, Department of Information Studies, University of Ghana
16. Ansbacher, Heinz L. (1967), "Life Style: A Historical and Systematic Review," *Journal of Individual Psychology*, PP. 23,191-212
17. Aresh Shirah and IqbaJ Singh (1997); Status Symbols: An A&MORG-MARG Survey; *Advertising and Marketing*; May 1997; PP. 36-54.
18. Asemi, A. (2005); Information searching habits of Internet users: A case study on the Medical Sciences University of Isfahan, Iran; *Webology*, 2 (1). Retrieved on May 5, 2006, from /http: //
19. Asit Nararan and B. Narayan, (Dec. 1996); Advertising-The Psychographic Dimension; *The Indian Journal of Commerce*; Vol. XIIX; P. 189.
20. Atlas, James (1984); Beyond Demographics; *Atlantic Monthly* (October); PP. 49-58
21. B Anderson, C Gale, M L R Jones and A McWilliams(2002); "Domesticating broadband what consumers really do with flat-rate, always on and fast Internet access"; *BT Technology Journal* Vol 20 No 1
22. Badu, E. E., & Markwei, E. D. (2005); Internet awareness and use in the University of Ghana; *Information Development*, 21, PP .260–268.
23. Barrie Gunter, Chris Russell, Richard Withey and David Nicholas(2004); "Broadband in Britain: how does it compare with narrowband?";*Aslib Proceedings* ;Volume 56 ; Number 2 · 2004; PP. 89-98
24. Bavakutty, M., & Salih, T. K. M. (1999); Internet services in Calicut University; In *National convention on academic libraries in the Internet era* (pp. 37–44), Organized by INFLIBNET, Ahmedabad, 18–20 February.
25. Bearden, L. J., Spencer, W.A., & Morocco, J. C. (1989); A study of high school dropouts. *School*
26. Bearden, W.O., Teel, J.E. Jr. and Durand, R.M. (1978); Media Usage Psychographic and Demographic Dimensions of Retail Shoppers; *Journal of Retailing*; Vol. 54; PP. 65-74.
27. Becker, B.W. and P.E. Connor (1981); Personal Values of the Heavy User of Mass Media; *Journal of Advertising Research* 21(5): PP. 37–43.
28. Becker, H. J. (1998); Internet use by teachers; Retrieved on June 26, 2004, from /http://www.crito.uci.edu/TLC/findings/Internet-Use/startpage.htmlS.

29. Bell, Wendell (1958); Social Choice, Life Style, and Suburban Residence; in *The Suburban Community*, ed. William M. Dobriner; New York: G. P. Putnam's Sons; PP. 225-242.
30. Bellah, Robert N., Richard Madsen, William M. Sullivan, Ann Swidler, and Steve M. Tipton (1985); *Habits of the Heart: Individualism and Commitment in American Life*; New York: Harper & Row
31. Bennett, G., Henson, R., & Zhang, J. (2002); Action sport sponsorship recognition; *Sport Marketing Quarterly*, U (3); PP. 185-19
32. Berkman, Harold W. and Christopher C. Gilson (1978); *Consumer Behaviour: Concepts and Strategies*; Encino, CA: Dickenson Publishing Co.
33. Bernay, Elayn K. (1971); Life Style Analysis as a Basis for Media Selection; in *Attitude Research Reaches New Heights*, eds. Charles W. King and Douglas J. Tigert, Chicago; IL: American Marketing Association; PP.189-195.
34. Bhatanagar, Amit, and Sanjoy Ghose (2004); A Latent Class Segmentation Analysis of e-Shoppers; *Journal of Business Research* 57, 7 (2004): PP. 758–67.
35. Bikson TK, Panis CWA; Computers and connectivity: current trends. In: Anderson RH, etal. editors. *Universal access to e-mail: feasibility and societal implications*. Santa Monica, CA: RAND; 1995. PP. 13–40.
36. Blackwell, RD. and Talerzyk, WW. (1977), "Lifestyle Retailing Competition Strategies for 1980's", *Journal of Retailing*, Vol. 59, PP. 7-27.
37. Blaszczyński, A., McConaghy, N., & Frankova, A. (1990); Boredom proneness in pathological gambling; *Psychological Reports*, 67, PP. 35-42.
38. Boneva, B., Kraut, R., & Frohlich, D. (2001); Using e-mail for personal relationships: The difference gender makes; *American Behavioral Scientist*, 45(3), PP. 530-548.
39. Bradish, C, Lathrop, A., & Sedgwick, W. (2001); Girl power: Examining the female pre-teen and teen as a distinct segment of the sport marketplace; *Sport Marketing Quarterly*, 10 (1); PP.19-24.
40. Brengman, Malaika, Maggie Geuens, Bert Weijters, Scott M. Smith, and William R.Swinyard (2005); *Segmenting Internet Shoppers Based on Their Web-Usage Related Lifestyle: A*
41. Bryant, Barbara (1986); *The Market Segmentation Cake: Survey Research Batter with Lifestyle Frosting*; Paper presented at *Managing Consumer Change*; February 12-14, Hollywood, FL.

42. Bukaza Loth Chachage(2001) ; “Internet Cafés in Tanzania: a study of the knowledge and skills of end-users”; Information Development, vol. 17, no. 4, December 2001; PP. 227
43. Butler P, Peppard J (1998); Consumer purchasing on the Internet: process and prospects; Eur Manage J 1998; 16(5): PP .600–10.
44. C.W. Choo (1998), The Knowing Organization, Oxford University Press, New York,1998
45. Cadwallader, Eva H. (1980); The Main Features of Value Experience; Journal of Value Inquiry; Vol. 14, PP. 229-244
46. Carmen, J.M. (1978); Values and Consumption Patterns: a Closed Loop; in H.K. Hunt (ed.) Advances in Consumer Research, Vol. 5, PP. 403–7. Ann Arbor, MI: Association for Consumer Research.
47. Caroline E. Akporido,(2005); “Internet use in a Nigerian suburban setting”; The Electronic Library, Vol. 23 No. 3, 2005; PP. 302-310;www.emeraldinsight.com
48. Caroline Haythornthwaite(2001); “Introduction The Internet in Everyday Life”; American Behavioral Scientist, Vol. 45 No. 3, November 2001; PP. 363-382
49. Carroll, D., & Huxley, J.A.A. (1994); Cognitive, dispositional, and psycho physiological correlates of dependent slot machine gambling in young people; Journal of Applied Social Psychology, 24, PP. 1070-1083.
50. Carton, S., Jouvent, R., &Widloecher, D. (1994); Sensation seeking, nicotine dependence, and smoking motivation in female and male smokers; Addictive Behaviors, 19, PP. 219-227.
51. Catherine A. Cole and Siva K. Balasubramanian (1993); Age Differences in Consumer Search for Information: Public Policy Implications; Journal of Consumer Research; Vol. 20 (June 1993); PP. 157-169.
52. Cernovsky, Z. Z., O'Reilly, R. L., & Pennington, M. (1997); Sensation seeking scales and consumer satisfaction with a substance abuse treatment program; Journal of Clinical Psychology, 53, PP. 779-784.
53. Chandran, D. (2000); Use of Internet resources and services in S.V. University, Tirupathi environment; In Conference on information services in a networked environment in India (PP. 3.124–3.127), Organized by INFLIBNET, Ahmedabad, 18–20 December .
54. Check, F. E. (1973); Four patterns of campus marijuana use: I. Drug use; International Journal of the Addictions, 8, PP. 13-31.

55. Chien Chou, Linda Condron, and John C. Belland(2005); A Review of the Research on Internet Addiction; Educational Psychology Review, Vol. 17, No. 4, December 2005
56. Chou, C., Chou, J., and Tyan, N. N. (1999). An exploratory study of Internet addiction, usage
57. Christos Emmanouilides, Kathy Hammond (2000); Internet Usages: Predictors of Active users and frequency of use; Journal Of Interactive Marketing; Volume 14 / Number 2 / Spring 2000.
58. Chyi, H.I. and D. Lasorsa (1999); Access, Use and Preferences for Online Newspapers; Newspaper Research Journal 29(4): PP. 2-13.
59. Cockburn C, Wilson T. (1999); Business users of the World Wide Web; Sheffield, England: University of Sheffield, Department Information Studies; 1999.
60. Compaine, Benjamin M. (2001b); Information Gaps: Myth or Reality; Pp. 105-18 in Benjamin M Compaine, ed., The Digital Divide. Cambridge: MIT Press
61. Cosmas, S.C. (1982); Lifestyles and Consumption Patterns; Journal of Consumer Research; Vol. 8; PP. 453-55.
62. Counselor, 37, 113-120.PP\*
63. Cross-Cultural Validation; Journal of Business Research 58, 1 (2005): PP. 79-88.
64. Csikszentmihalyi, M. (1975); Beyond Boredom and Anxiety; Jossey-Bass, San Francisco, CA.
65. Csikszentmihalyi, M. (1990); Flow: The Psychology of Optimal Experience; Harper & Row, New York, NY.
66. Csikszentmihalyi, M. and LeFevre, J. (1989); Optimal experience in work and leisure; Journal of Personality and Social Psychology, Vol. 56 No. 5, PP. 815-22.
67. Darden, W.R. and Pereault, W.D. (1976); Identifying Inter-urban Shoppers- Multi-Product Purchase Patterns and Segmentation Profiles; Journal of Marketing Research; Vol. 8; PP. 51-60.
68. Darden, W.R. and Reynolds, F.D. (1971); Shopping Orientations and Shopping Usage Rates; Journal of Marketing Research; Vol; 8; PP. 505-8.
69. David W. Cheung, Ben Kao and Joseph Lee(1998); Discovering user access patterns on the World Wide Web; Knowledge-Based Systems 10; PP .463-470
70. Davis, J. (2000); Substance: Trumps Style; Media week 10(21): PP. 58-62.

71. Deepa Kapoor (1985); Religiosity, Caste-Prejudice Conservatism and Lifestyles in Four Faith Groups: A Psychometric Study; Project Report, 1985; Delhi University; Department of Psychology.
72. Demby F. (1974); Psychographics and from where whence it came; in W.D. Wells (ed.), *Lifestyle and Psychographics*, Chicago: AMA, PP. 9-30
73. Dickerson, M., Hinchy, J., & Fabre, J. (1987); Chasing, arousal and sensation seeking in off course gamblers; *British Journal of Addiction*, 82, PP. 673-680.
74. Don Bellanti, Ann C. Foster (1984); Working Wives and Expenditure on Services; *Journal of Consumer Research*; Vol. 11 (September 1984); PP. 700-710.
75. Dutta-Bergman, Mohan J (2002); Beyond Demographic Variables: Using Psychographic Research to Narrate the Story of Internet Users; *Studies in Media and Information Literacy Education* 2, 3 (2002): 1-11
76. Dychtwald and Gable (1990); Portrait of a Changing Consumer; *Business Horizon*; Vol. 33, 1990; PP. 62-73.
77. E. Laird Landon Jr. (1974); Self-Concept, Ideal Self-Concept and Consumer Purchase Intentions; *Journal of Consumer Research*; Vol. 1 (September 1974); PP. 44-51.
78. *Electronic Library*, Vol. 20 No. 6, PP. 504-11.
79. Elizabeth A. Richard and Stephen S. Sturman (1977); Lifestyle Segmentation in Apparel Marketing; *Journal of Marketing*; Vol. 43 (October 1977); PP. 89-91.
80. Everyday life; *American Behavioral Scientist*, 45(3), PP. 456-475.
81. F.D. Davis, R.P. Bagozzi, P.R. Warshaw (1989); "User acceptance of computer technology: a comparison of two theoretical models; *Management Science* 35 (8), 1989, pp. 982-1003.
82. Fennell, Geraldine, Greg M. Allenby, Sha Yang, and Yancy Edwards (2003); The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Category Use; *Quantitative Marketing and Economics*, vol.1, pp 223-244
83. Fred Reynolds and William Darden (1974); Constructing Lifestyle and Psychographics; in William D. Wells (ed.); *Lifestyle and Psychographics* (Chicago, AMA, 1974); PP. 71-96
84. Francisco J. Martinez-Lopez, Paula Luna and Francisco Jose Martinez (2005); Online Shopping, The Standard Learning Hierarchy, and Consumers' Internet Expertise An American-Spanish Comparison; *Internet Research*; Vol.15, No.3; 2005; PP.312-334.
85. Gates, Michael (1989); VALS Changes with the Times; *Incentive* (June); PP. 27-30, 73

86. Ghani, J.A. and Deshpande S.P. (1994); Task characteristics and the experience of optimal flow in human computer interaction; *Journal of Psychology*, Vol. 128 No. 4, PP. 381-91
87. Giddens, A. (1991); *Modernity and self-identity: self and society in the late modern age*; Cambridge: Polity Press.
88. Gifty Adika(2003); Internet Use among faculty members of Universities in Gana ; *library Review* ;Volume- 52 • Number -1; PP. 29-37
89. Gordon, W. R., & Caltabiano, M. L. (1996); Urban-rural differences in adolescent self-esteem, leisure boredom, and sensation seeking as predictors of leisure-time usage and satisfaction; *Adolescence*, 31, PP. 883-901.
90. Grant McCracken (1986); Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods; *Journal of Consumer Research*; Vol. 13 (June 1986); PP. 17-84.
91. Grunett, K.G., K. Burns and S. Bisp (1997); Food-related Lifestyle: Development of a Cross-culturally Valid Instrument for Market Surveillance; in L. Kahle and L. Chiagouris (eds) *Values, Lifestyles and Psychographics*, PP. 337–54. Mahwah, NJ: Lawrence Erlbaum.
92. Gustavo S. Mesch(2006); Family Relations and the Internet: Exploring a Family Boundaries Approach; *The Journal Of Family Communication*, 6(2); PP. 119–138
93. Gutman, J. and Mills, M.K. (1982); Fashion Lifestyles, Self-Concept, Shopping Orientation and Store Patronage: An Integrative Analysis; *Journal of Retailing*; Vol. 58; PP. 64-86.
94. H.M. Nithya , Sheela Julius (2007); Extroversion, neuroticism and self-concept: their impact on internet users in India; *Computers in Human Behavior* 23 (2007); PP. 1322–1328
95. Hamburger, Y. A., & Ben-Artzi, E. (2000); The relationship between extraversion and neuroticism and the different uses of the Internet; *Computers in Human Behavior*, 16, PP. 441–449.
96. Hampton, K., &Wellman, B. (2001); Long distance community in the network society: Looking at contact and support beyond Netville; *American Behavioral Scientist*, 45(3), PP. 476-495.
97. Havighurst, Robert J. and K. Feigenbaum (1959); Leisure and Life Style; *American Sociologist*, 64; PP. 396-404.
98. Heichler, E. (1997); Internet Lacks Content for Women; *Computerworld*, 31 (19): P.64.

99. Helga Dittmar and others (2004); Buying on the Internet: Gender Difference in Online and conventional Buying Motivations; Sex Roles; Vol.5, No.5-6; PP.424-443.
100. Henry Assael (2005); A Demographic and Psychographic Profile of Heavy Internet Users And Users By Type of Internet Usage; Journal Of Advertising Research; March 2005; PP. 93-123
101. Henry J. Kaiser Foundation. (1999); Kids & media @ The new millennium; Retrieved September 8, 2004;
102. Hindman, D. B (2000); The Rural-Urban Digital Divide; American Demographics 18, 7 (2000): PP. 549–60.
103. Hiroshi Ono(2003); Gender and the Internet ; Social Science Quarterly, Volume 84, Number 1, March 2003
104. Ho CF, Wu WH. (1999); Antecedents of customer satisfaction on the Internet: an empirical study of online shopping; In: Proceedings of the 32nd Hawaii international conference on system sciences, 1999.
105. Ho, R. (1989); Why do people smoke? Motives for the maintenance of smoking behaviour and its possible cessation; Australian Psychologist, 24, PP. 385-400.
106. Hoffman, D. L., and T. P. Novak. "A New Paradigm for Electronic Commerce." The Information
107. Hoffman, D. L., W. D. Kalsbeek, and T. P. Novak. "Internet and Web Use in the U.S.,"; Communication of the ACM 39, 12 (1996): PP. 36–46.
108. Hoffman, D.L., W.D. Kalsbeek & T.P. Novak (1996); Internet and Web Use in the U.S.; Communications of the ACM 39,12: PP .36-46
109. Howard, P.E.N., Rainie, L., & Jones, S. (2001); Days and nights on the Internet: The impact of a diffusing technology; American Behavioral Scientist, 45(3), PP. 382-403.
110. Huff, L. C. (2000); An integrated model of consumer trust formation; American Marketing Association, Conference Proceedings, Chicago, Vol. 11, 2000, PP .206-213.
111. Hung-Pin Shih(2004); "Extended technology acceptance model of Internet utilization behaviour" ; Information & Management 41 (2004) 719–729
112. Ian C. Grant (2005); Young Peoples' Relationships with Online Marketing Practices: An Intrusion Too Far? ; Journal of Marketing Management, 2005, 21, PP. 607-623
113. Igbaria, M., Guimaraes, T., & Davis, G. B. (1995); Testing the determinants of microcomputer usage via a structural equation model; Journal of Management Information Systems, 11(4), PP. 87-114.

114. Igun, S. E. (2005); Users and Internet skills: A report from Delta State University, Abraka, Nigeria; *Electronic Journal of Academic and Special Librarianship*, 6(3), PP .5–15
115. Internet paradox: A social technology that reduces social involvement and psychological well-being? *American Psychologist*, 53, PP. 1017-1031.
116. Isabella, C. M. Cunningham and Robert T. Green (1974); Purchasing Role in the US Family; *Journal of Marketing*, Vol. 38 (October 1974); PP. 61-64.
117. Iso-Ahola, S. E., & Crowley, E. D. (1991); Adolescent substance abuse and leisure boredom; *Journal of Leisure Research*, 23, PP. 260-271.
118. James E Stafford (1966); Effects of Group Influence on Consumer Brand Preferences; *Journal of Marketing Research*; Vol. 3 (February 1966); PP. 68-75
119. James E. Katz, Ronald E. Rice; Philip Aspden(2001); The Internet, 1995-2000 Access, Civic Involvement, and Social Interaction; Vol. 45 No. 3, November 2001; PP. 405-419
120. James E. Katz; Ronald E. Rice,& Philip Aspden(2001);*American Behavioral Scientist*; © 2001 Sage Publications; Vol. 45 No. 3, November 2001; PP. 405-419
121. James H. Myers, Roger R. Stanton, Arne F. Hang (1971); Correlates of Buying Behaviour: Social Class Vs Income; *Journal of Marketing*; Vol. 35 (Oct. 1971); PP. 8-15.
122. James Katz and Philip Aspden(1995);“Motivations for and barriers to Internet usage: results of a national public opinion Survey”;*Internet Research: Electronic Networking Applications and Policy Volume 7 ; Number 3 · 1997 ; PP. 170–188*
123. James Katz and Philip Aspden(1997);“Motivations for and barriers to Internet usage: results of a national public opinion Survey”;*Internet Research: Electronic Networking Applications and Policy Volume 7 ; Number 3 · 1997 ; PP. 170–188*
124. Janet Morahan-Martina, Phyllis Schumacherb (2003); Loneliness and social uses of the Internet§; *Computers in Human Behavior* 19 (2003); PP. 659–671
125. Jason Bennett Thatcher, Misty L. Loughry; Jaejoo Lim and D. Harrison McKnight (2007); Internet anxiety: An empirical study of the effects of personality, beliefs, and social support; *Information & Management* 44 (2007) Published by Elsevier B.V.; PP. 353–363;
126. Joey Ka-Ching Chan, Louis Leung (2005); Lifestyles, reliance on traditional news media and online news adoption; *new media & society*; Vol7(3): PP. 357–382
127. John W. Slocum and H. Lee Mathews (1970); Social Class and Income as Indicators of Consumer Credit Behaviour; *Journal of Marketing*, Vol. 34, No.2 (April 1970); PP. 69-73.

128. Johnson, M. (2001); How Do We Read Online? *Quill* 89(1): PP. 10–13.
129. Jonson, A. N., & Banyard, P. (2002); Psychological aspects of information seeking on the Internet; *ASLIB Proceedings; New Information Perspectives*, 54(2), PP .95–102.
130. *Journal of Marketing Research*, 2006
131. *Journal of Consumer Marketing* 20, 2/3 (2003): PP. 139–57
132. Judy Chuan-Chuan Lin, Hsipeng Lu(2000); Towards an understanding of the behavioural intention to use a web site; *International Journal of Information Management* 20 (2000); PP.197-
133. Jum C. Nunnally (1981); “Psychometric Theory”; Tata McGraw-Hill Publishing Ltd. New Delhi, 1981.
134. Junhao Hong, Li Huang (2005); “A split and swaying approach to building information society: The case of Internet cafes in China”; *Telematics and Informatics* 22 (2005); PP. 377–393
135. Kahle, L.R (1986); The Nine Nations of North America and The Value Basis of Geographic Segmentation; *Journal of Marketing*; Vol. 50; PP. 37-47
136. Kahle, Lynn R. (ed.) (1983); *Social Values and Social Change: Adaption to Life in America*; New York: Praeger
137. Kalichman, S. C., Weinhardt, L., Benotsch, E., Difonzo, K., Luke, W., & Austi, J. (2002); Internet access and Internet use for health information among people living with HIV-AIDS; *Patient Education and Counseling*, 46, PP .109–116.
138. Kamakura, Wagner A. and Thomas P. Novak (1992); Value –System Segmentation: Exploring the meaning of LOV; *Journal of Consumer Research*; vol. 19; PP. 119-132
139. Karahanna, E., & Straub, D. W. (1999); The psychological origins of perceived usefulness and ease-of-use; *Information and Management*, 35, 237}250.
140. Karin Weber And Wesley S. Roehl(1999); Profiling People Searching for and Purchasing Travel Products on the World Wide Web; *Journal of Travel Research*, Vol. 37, February 1999, PP .291-298
141. Kau, Ah Keng, Yingchan E. Tang, and Sanjoy Ghose (2003); *Typology of Online Shoppers*;
142. Kaur, A. (2000); Internet facility at GNDU: A survey; In National seminar on academic libraries in the modern era (PP. 119–124), Organized by IASLIC, Bhopal, 4–6 December.

143. Kavanaugh, A. L., & Patterson, S. J. (2001); The impact of community computer networks on social capital and community involvement; *American Behavioral Scientist*, 45(3), PP. 496-509.
144. Kayany, J.M. and Yelsma, P. (2000); Displacement effects of online media in the socio-technical contexts of households; *Journal of Broadcasting and Electronic Media*, Vol. 44 No. 2, PP. 215-29.
145. Kazmer, M. M., & Haythornthwaite, C. (2001); Juggling multiple social worlds: Distance students online and offline; *American Behavioral Scientist*, 45(3), PP. 510-529.
146. Kelley, Eugene J. (1963); Discussion; in *Toward Scientific Marketing*, ed. Stephen A. Greyser, Chicago; IL: American Marketing Association; PP.164-171.
147. Kenneth C.C. Yang (2007); Factors influencing Internet users' perceived credibility of news-related blogs in Taiwan; *Telematics and Informatics* 24 (2007); PP. 69-85
148. Kishor Pradhan (1999); "Brief Communication The Internet in Nepal: A Survey Report"; *Intl. Inform. & Libr. Rev.* (1999), 31, 41-47; Article No. iilr.1999.0105; <http://www.idealibrary.com>
149. Kominski R, Newburger E. (1999); Access denied: changes in computer ownership, 1999 and use: paper presented at the annual meeting of the American Sociological Association. Chicago, IL.
150. Kraut, R., Lundmark, V., Patterson, M., Kiesler, S., Mukhopadhyay, T., & Scherlis, W. (1998);
151. Laegran, A., 2000; The petrol station and the Internet cafe: rural techno spaces for youth; *Journal of Rural Studies* 18, 157-168, Norway.
152. Lastovicka John L., John P Murry Jr., Enrich a Joachi Msthales, Gaurav Bhalla and Jim Scheurich (1987); A Lifestyle Typology to Model Young Male Drinking and Driving; *Journal of Consumer Research*; Vol. 14 (June); PP. 257-263
153. Lastovicka, John L. (1982); On the Validation of Lifestyle Traits: A Review and Illustration; *Journal of Marketing Research*, vol. 20 (February), PP. 126-138
154. Lazer, William (1963); Life Style Concepts and Marketing; *Toward Scientific Marketing*; ed. Stephen A. Greyser; Chicago, IL: American Marketing Association; PP.130-139.
155. Lee, S., 1999; Private uses in public spaces: A study of an internet café; *New Media and Society* 1 (3), 331-350.
156. Leo Sang-Min Whang, and Geunyoung Chang (2004); Lifestyles of Virtual World Residents: Living in the On-Line Game "Lineage"; *Cyber Psychology & Behavior*; Volume 7, Number 5, 2004 © Mary Ann Liebert, Inc.

157. Leon G. Schiffman ,Elaine Sherman and Mary M. Long(2003); Toward a Better Understanding of the Interplay of Personal Values and the Internet; *Psychology & Marketing*, Vol. 20(2); PP. 169–186 .
158. Leon, D.,&Rotunda, R. (2000). Contrasting case studies of frequent Internet use: Is it pathological or adaptive? *Journal of College Student Psychotherapy*, 14, PP. 9-18.
159. Leon, D.,&Rotunda, R. (2000); Contrasting case studies of frequent Internet use: Is it pathological or adaptive?; *Journal of College Student Psychotherapy*, 14, PP. 9-18.
160. Lesser, J.A. and Hughes, M.A. (1986); The Generalizability of Psychographic Market Segments Across Geographic Locations; *Journal of Marketing*; Vol. 50; PP. 18-27.
161. Leung, L. (1998); Lifestyles and the Use of new Media Technology in Urban China; *Telecommunications Policy* 22(9): PP. 781–90.
162. Levy, Sidney J. (1963); Symbolism and Life Style; in *Toward Scientific Marketing*, ed. Stephen A. Greyser, Chicago; IL: American Marketing Association; PP. 140-149.
163. Lewes A. Berey and Richard W. Pollay (1968); The Influencing Role of the Child in the Family Decision Making; *Journal of Marketing Research*; Vol. 20 (February 1968); PP. 70-73.
164. Liang TP, Huang JS (1998); An empirical study on consumer acceptance of products in electronic markets: a transaction cost model; *Decision Support Systems* 1998;24(1) PP:29–43.
165. Liao, S., Shao, Y. P., Wang, H., & Chen, A. (1999); The adoption of virtual banking: An empirical study; *International Journal of Information Management*, 19, PP .63-74.
166. Lim, C, & Turco, D. (1999); The next generation of sport: Y.; *Cyber journal of sport marketing*; 3 (4).Retrieved September 8,2004; from <http://pandoranla.gov.au/nph-arch/1999/Z1999-Nov->
167. Liu C, Arnett K. (1999); A proposed research model for appraisal and evaluation of the design quality of websites in the context of electronic commerce; In: *Proceedings of the 5th American conference on information systems at Milwaukee, Wisconsin, 1999*.
168. Lorin Hitt, Prasanna Tambe(2007); “Broadband adoption and content consumption”; *Information Economics and Policy* 19 (2007); PP. 362–378
169. Louis Leung(2003); Impacts of Net-generation attributes, seductive properties of the Internet, and gratifications-obtained on Internet use; *Telematics and Informatics* 20 (2003); PP. 107–129; Colin G. DeYoung, Ian Spence(2004); Profiling information technology users: en route to dynamic personalization; *Computers in Human Behavior* 20 (2004); PP. 55–65

170. Lunn (1986); Segmenting and Constructing Markets; Consumer Market Research Handbook, (ed.); R Worcester and J. Downhan; McGraw Hill; 1986.
171. M. Joseph Sirgy (1972); Self-concept in Consumer Behaviour: A Critical Review; Journal of Consumer Research; Vol. 9 (December 1972); PP. 287-300.
172. M. Rokeach (1968); Beliefs, Attitudes and Values; San Francisco: Jossey Bass Inc.
173. Mack Hanan (1972); Lifestyle Marketing; New York: American Management Association, Inc. 1972); PP. 3-9.
174. Mack Hanan, Lifestyle Marketing, 1972; New York: American Management Association, Inc., pp. 3-9.
175. Madhu, T., Aru Srivastava and Shelley Singh (eds.); "At Home in Office". Intelligent Investor, Vol. 25, Aug. 1999.
176. Magdalini Eirinaki And Michalis Vazirgiannis (2003); Web Mining For Web Personalization; Acm Transactions On Internet Technology, Vol. 3, No. 1, February 2003, PP .1-27.
177. Mahajan, P. (2006); Internet use by researchers: A study of Punjab University, Chandigarh; Library Philosophy and Practice, 8(2), PP .1-4.
178. Mahajan, S. G., & Patil, S. K. (1999); Internet: Its use in university libraries in India; In National convention on academic libraries in the Internet era (pp. 483-488); Organized by INFLIBNET, Ahmedabad, 18-20 February.
179. Manuel J. Sanchez-Franco and Joaquina Rodriguez-Bobada Rey (2004); Personal factors affecting users' Web session lengths ;Electronic Networking Applications and Policy; Volume 14 Number 1; PP. 62-80.
180. Maria Bakardjieva, Richard Smith(2001); "The internet in everyday life: Computer networking from the standpoint of the domestic user"; New Media & Society 3(1) Vol3 (1); PP.67-83
181. Mark A. Bonn, H. Leslie Furr, And Alex M. Susskind (1990); Predicting a Behavioral Profile for Pleasure; Travelers on the Basis of Internet Use Segmentation; Journal of Travel Research, Vol. 37, May 1999, PP .333-340
182. Marry Ann Eastlick and Sherry Lotz (1999); Profiling potential Adopters and Non Adopters of An Interactive Shopping Medium; International Journal of Retail and Distribution Management; Vol.27, No.6; 1999; PP. 209-223.
183. Marsha L. Richlins (1994); Special Possessions and the Expression of Material Values; Journal of Consumer Research; Vol. 21 (December 1994); PP. 522-544.

184. Martin S. Roth (1995); The Effects of Culture and Socio-Economic on the Performance of Global Brand Image Strategies; *Journal of Marketing Research*; Vol. 32 (May 1995); PP. 163-175.
185. Matei, S., & Ball-Rokeach, S. J. (2001); Real and virtual social ties: Connections in the everyday lives of seven ethnic neighborhoods; *American Behavioral Scientist*, 45(3), PP. 549-564.
186. McKinney, Letecia N (2004); Internet Shopping Orientation Segments: An Exploration of Differences in Consumer Behavior; *Family and Consumer Sciences Research Journal* 32, 4 (2004): PP. 408–33.
187. McQuarrie, E.F. and D. Langmeyer (1985); Using Values to Measure Attitudes Toward Discontinuous Innovations; *Psychology and Marketing* 2(4): PP. 239–52.
188. Mehmet Gu`rol , Tuncay Sevindik(2005); “Profile of Internet Cafe users in Turkey”; *Telematics and Informatics* 24 (2006); PP. 59–68;www.elsevier.com
189. Merenski, J.Paul (1981); Psychographics: Valid by Definition and Reliable by Technique; in Venkatakrishna V. Bellur (ed.); *Developments in Marketing Science*; Volume IV (pp 161-166); Muncie, IN: Academy of Marketing Science
190. Michael R Solomon (2003); consumer behaviour: buying, having and being; Pearson Education, Singapore; PP.173-190.)
191. Mitchel, A. (1983); *The Nine American Lifestyles*; New York, Warner.
192. Mitchell, Vincent-Wayne ( 1994a); How to identify Psychographic Segments: Part 1; *Marketing Intelligence & Planning*, vol.12, no. 7, PP. 11-17
193. Mitchell, Vincent-Wayne ( 1994b); How to identify Psychographic Segments: Part 2; *Marketing Intelligence & Planning*, vol.12, no. 7, PP. 11-17
194. Mohammad Nazim(2008); Information searching behavior in the Internet age: A users’ study of Aligarh Muslim University; *The International Information & Library Review* (2008) 40, PP .73–81
195. Moore, David G. (1963); Life Style in Mobile Suburbia; in *Toward Scientific Marketing*, ed. Stephen A. Greyser, Chicago; IL: American Marketing Association; PP.151-164.
196. Morgan, Carol M. and Doran J. Levy (2002); *Marketing to the Mindset of Boomers and Their Elders: Using Psychographics and More to Identify and Reach Your Best Targets*; St. Paul, MN: Attitude Base
197. Morris B. Holbrook and Robert M. Schindler (1995); Age, Sex and Attitude towards the Fast as Predictors of Consumers' Aesthetic Tastes for Cultural Products; *Journal of Marketing Research*; Vol. 32 (August 1995); PP. 412-422.

198. Mutula, S. (2002); "Current developments in the internet industry in Botswana"; The
199. MuUin, B., Hardy, S., & Sutton, W. (2000); Sport Marketing; Champaign, IL: Human Kinetics.
200. Myers, James H. and Johnathan Gutman (1974); Life Style: The Essence of Social Class; in Life Style and Psychographics, ed. William D. Wells, Chicago; IL: American
201. Myra H. Strober and Charles B. Weinberg (1980); Strategies Used by Working and Non-Working Wives to Reduce Time Pressure; Journal of Consumer Research; Vol. 7 (March 1980); PP. 338-348.
202. Nachhatra Singh (ed.) (1996); Readings in Organizational Behaviour; Anmol Publications Pvt. Ltd., 1996; New Delhi; Vol. 2
203. Naresh K. Malhotra (2007); "Marketing Research An Applied Orientation"; Pearson Prentice Hall; Fifth Edition, 2007, Page No. 315.
204. Nathan Greenauer, Kristin Macaluso, Christian End(2007); Unrealistic optimism in internet events Jamonn Campbell; Computers in Human Behavior 23 (2007); PP .1273–1284; [www.elsevier.com/locate/comphumbeh](http://www.elsevier.com/locate/comphumbeh)
205. National Telecommunications and Information Administration (NTIA) collab. Falling through the net: dinning the digital divide. Washington, DC: US Department of Commerce; 1999.
206. Naushad Ali, P. M. (2000); Internet and its use in Aligarh Muslim University: A survey; In Conference on information services in a networked environment in India (PP. 1.78–1.82), Organized by INFLIBNET, Ahmedabad, 18–20 December.
207. Nie & Erbring, Nie N.H., & Erbring, L. (2000); Internet and Society: A preliminary report; Stanford University, Stanford Institute for the Quantitative Study of Society;
208. Noam Kaminer(1997); Scholars and the Use of the Internet; Library & Information Science Research; Volume 19; Number 4; pp. 329-345
209. Norman H. Nie(2001); Sociability, Interpersonal Relations, And The Internet Reconciling Conflicting Findings; American Behavioral Scientist, Vol. 45 No. 3, November 2001; PP. 420-435;© 2001 Sage Publications
210. Norris P. Digital divides: civic engagement, information poverty and the Internet in democratic societies. New York: Cambridge University Press; 2001.
211. Ojedokun, A.A. (2001); "Internet access and usage by students of the University of Botswana"; African Journal of Library, Archives and Information Science, Vol. 11 No. 2, PP. 97-107.
212. Ono H, Zavodny M. (2003); Gender and the Internet; Soc Sci Q 2003;84(1): PP .111–21.

213. Padmini Patwardhan (2004); Exposure, Involvement And Satisfaction With Online Activities A Cross-National Comparison Of American And Indian Internet Users; Gazette: The International Journal For Communication Studies Vol 66(5): PP .411–436
214. Padmini Patwardhan (2004); Exposure, Involvement And Satisfaction With Online Activities A Cross-National Comparison Of American And Indian Internet Users; Gazette: The International Journal For Communication Studies Vol 66(5): PP .411–436
215. Patrick A. Murphy and William A. Staples (1979); A Modernized Family Life Cycle; Journal of Consumer Research; Vol. 7 (June 1979); PP. 12-22; and The Life Cycle Concept in Marketing; William D wells and George Guber; Journal of Marketing Research; Vol. 3 ( November 1966); PP. 355-370.
216. Patrick Mitzi ,Y.K. Chau, Melissa Cole, Anne P. Massey, Montoya-Weiss, and Robert M. O'Keefe(2002); Cultural Differences in the Online Behavior of Consumer; Communications Of The Acm, October 2002/Vol. 45. No. 10
217. Paul Kingsley and Terry Anderson(1998); Facing life without the Internet; Internet Research: Electronic Networking Applications and Policy; Volume 8 · Number 4 · 1998 · PP. 303–312
218. Pessemier, Edgar A. and Douglas J. Tigert (1966); Personality, Activity, and Attitude Predictors of Consumer Behaviour; in New Ideas for Successful Marketing, eds. J. S. Wright and J. L. Goldstucker, Chicago, IL: American Marketing Association, PP. 332-347.
219. Peter G. Mwesige(2004); “Cyber elites: a survey of Internet Café users in Uganda”; Telematics and Informatics 21 (2004) 83–101;www.elsevier.com
220. Piirto, Rebecca (1990); Measuring Minds in the 1990s; American Demographics (December); PP. 30-35
221. Pitkow J, Kehoe C. Emerging trends in the WWW user population. Commun ACM 1996;39(6); PP:32–8.
222. Pitts, R.R., Jr. and A.G. Woodside (eds) (1984); Personal Values and Consumer Psychology; Lexington, MA: Lexington Books.
223. Plummer, JT. (1971); Lifestyle Patterns and Commercial Bank Credit card Usage; Journal of Marketing, Vol. 35, PP. 34-41.
224. Plummer, JT. (1974); The Concept and Application of Lifestyle Segmentation; Journal of Marketing; Vol. 38; PP. 33-37.

225. Primoz Juznic, Maja Blazic, Tanja Mercun and Barbara Plestenjak(2006); Who says that old dogs cannot learn new tricks? A survey of internet/web usage among seniors; *New Library World*, Vol. 107 No. 1226/1227, 2006 PP. 332-345
226. Puay Cheng Lim & Nelson K.H. Tang (2000); "A Study of Patients' Expectations and Satisfaction in Singapore Hospitals"; "*International Journal of Health Care Quality Assurance*", Vol. 13, No. 7, 2000, PP. 290-299. MCB University Press.
227. Rahman, A. (1992); Drug Addiction: A Pilot study in Dhaka city; *Personality and Individual Differences*, 13, PP. 119-121
228. Rainwater, Lee, Richard P. Coleman, and Gerald Handel (1959); *Workingman's Wife*; New York: Oceana Publications.
229. Raman NV, Leckenby JD (1998); Factors affecting consumers' 'webbed' visits; *Eur J Marketing* ;32(7/8): PP .737-48.
230. RAN WEI (2006); Lifestyles and new media: adoption and use of wireless communication technologies in China; *New Media & Society*; 2006 SAGE Publications; Vol8(6): PP .991- 1008
231. Regina D. Woodall, Charles L. Colby, and A. Parasuraman: M (2007); E-volution to Revolution: Capitalize on the imminent era of explosive e-services growth; March / April 2007/ 29
232. Rescher, Nicholas (1967); The study of Value Change; *Journal of Value Inquiry*; vol. 1, PP. 12-23
233. Reynolds and Williams (1972); An Analysis of Selected Factors Associated with the Adoption of New Products, Mississippi Valley; *Journal of Business and Economics*; Vol. 8; PP. 31-42.
234. Reynolds Bred D, Melwin R Crask and William D Wells (1977); The Modern Feminine Lifestyle; *Journal of Marketing*, Vol. 41 (July 1977); PP.79-87
235. Richard P. Coleman (1984); The Continuing Significance of Social Class to Marketing; *Journal of Consumer Research*; Vol. 11, No.3 (December 1984); PP. 784-799.
236. Riche, Martha Farnsworth (1989); Psychographics for the 1990s; *American Demographics* (July), PP. 24-26, 30-31, 53
237. Robert J. Rotunda, Steven J. Kass, Melanie A. Sutton, David T. Leon(2003); Internet Use And Misuse Preliminary Findings From A New Assessment Instrument; *Behavior Modification*, Vol. 27 No. 4, September 2003; PP. 484-504
238. Roberts Mary Lou and Lawrence H Wortzel (1979); New Lifestyle Determinants of Women's Food Shopping Behaviour; *Journal of Marketing*; Vol. 34 (Summer); PP. 79-87

239. Rogers W, Beale EM. Diffusion of innovations, 4th ed. New York: Free Press; 1995.
240. Rokeach, Milton (1979); From Individual to Institutional Values: With Special Reference to the Values of Science; In Milton Rokeach (ed.), Understanding Human Values: Individual and Societal (PP. 47-90); New York: Free Press
241. Ronald Paul Hill and Mark Stamey (1990); The Homeless in America: An Examination of Possessions and Consumption Behaviours; Journal of Consumer Research; Vol. 17 (December 1990); PP. 303-321.
242. Ropke, I. (1999); The Dynamics of Willingness to Consume; Ecological Economics. 28: PP. 399-420.
243. Roussean, D. (1990), "Developing and Testing: A Model of Psychographic Market Segmentation", South African Tydskr Silk, Vol. 20(3), PP. 184-94 .
244. Russel W. Belk (1988); Possessions and the Extended Self; Journal of Consumer Research; Vol. 15 (September 1988); PP.139-168.
245. Ruth Rettie(2001); An exploration of flow during Internet use; Internet Research: Electronic Networking Applications and Policy; Volume 11 . Number 2 . 2001 . PP. 103-113;
246. S.L. Rao and I. Natrajan (eds.) (1996); Indian Market Demographics - Consumer Classes; NCAER Publications; Global Business Press, Delhi, 1996.
247. Salkin S. (1999); Fear of buying; Logist Manage Distribution Rep 1999; 8(5): PP .101-4.
248. Sally Lindsay, Simon Smith, Frances Bell & Paul Bellaby (2007); Tackling The Digital Divide: Exploring The Impact Of ICT On Managing Heart Conditions In A Deprived Area
249. Samuel J. Best, Brian Krueger, Clark Hubbard, Andrew Smith(2001); An Assessment of the Generalizability of Internet Surveys; Social Science Computer Review, Vol. 19 No. 2, Summer 2001; PP. 131-145
250. Sara Nephew Hassani(2006); Locating digital divides at home, work, and everywhere else; Poetics 34 (2006) ; PP .250-272 ;[www.elsevier.com/locate/poetic](http://www.elsevier.com/locate/poetic)
251. Satu Vuori and Maria Holmlund-Rytko"nen(2005); 55+ people as internet users; Marketing Intelligence & Planning; Vol. 23 No. 1, 2005;pp. 58-76
252. Schiffman, Leon G., Elaine Sherman, and Mary M. Long (2003); Toward a Better Understanding of the Interplay of Personal Values and the Internet; Psychology and Marketing 20, 2 (2003): PP. 169-86.

253. Scott J. Savage\_, Donald Waldman(2005); "Broadband Internet access, awareness, and use: Analysis of United States household data"; *Telecommunications Policy* 29 (2005); PP. 615–633
254. Sendy Farag(2006); *Transport Reviews*; Vol.26; No.1; 2006; PP. 43–61.
255. Shanyang Zhao(2006); Do Internet Users Have More Social Ties? A Call for Differentiated Analyses of Internet Use; *Journal of Computer-Mediated Communication* 11 (2006); PP. 844–862
256. Sharon E. Beatty and Salil Talpade (1994); Adolescent Influence in Family Decision Making: A Replication with Extension; *Journal of Consumer Research*; Vol. 21 (September 1994); PP. 332–341.
257. Shashaani, Lily (1997); Gender Difference in Computer Attitudes & Use Among College Students; *Journal of Educational Computing Research* 16: PP .37–51
258. Sherif, Carolyn Wood (1980); Social Values, Attitudes, and Involvement of the Self; In Monte M. Page (ed.), *Beliefs, Attitudes, and Values: Nebraska Symposium on Motivation, 1979* (PP. 1–64); Lincoln, NE: University of Nebraska Press
259. Shiu, E. C-C., and J. A. Dawson (2002); Cross National Consumer Segmentation of Internet Shopping for Britain and Taiwan; *Services Industries Journal*, 22, 1 (2002): PP. 147–66.
260. Silje C. Wangberg, Hege K. Andreassen, HansUlrichprokosch, Silvina Mariavagos Santana,Tove Sørensen And Catharine E.(2007); Relations between Internet use, socio-economic status (SES), social support and subjective health; 2007;*Health Promotion International*, Vol. 23 No. 1;pp.70–78
261. Singh, D. (1998); The use of Internet among Malaysian librarians; *Malaysian Journal of Library and Information Sciences*, 3(2), PP. 1–10.
262. Sonia Livingstone, Ellen Helsper (2007); Gradations in digital inclusion: children, young people and the digital divide; *new media & society*; Los Angeles, London, New Delhi and Singapore;Vol9(4); PP.671–696
263. Spaargaren, G., and B. VanVliet. (2000); Lifestyles, Consumption and the Environment: The Ecological Modernization of Domestic Consumption; *Environmental Politics*. 9(1): 50–75.
264. Spink, A., & Jansen, B. J. (2004); A study of Web search trends; *Webology*, 1 (2). Retrieved on May 5, 2006, from /http://www.webology.ir/2004/v1n2/a4.htmlS.
265. Spink, A., Bateman, J., & Jansen, B. J. (1999); Searching the Web: A survey of EXCITE users; *Internet Research: Electronic Networking Applications and Policy*, 9, PP .117–128.

266. Stephens, N. (1982); The Effectiveness of Time-compressed Television Advertisements with Older Adults; *Journal of Advertising*; Vol. 4; PP. 48-55.
267. Stuaart U. Rich and Subhash C. Jain (1968); Social Class as Predictors of Shopping Behaviour; *Journal of Marketing Research*; Vol. 5 (February 1968); PP. 41-50.
268. Susan P. Douglas and Christine D. Urban (1977); Lifestyle Analysis to Profile International Markets; *Journal of Marketing*; Vol. 41 (July 1977); PP.46-53.
269. T.O. Oyeibisi (2001); "The Internet and the commercial sector of the Nigerian economy: policy and technology management implications"; *Technovation* 21 (2001); PP. 369–374
270. Tappscott, D.(1998); *Growing Up Digital: The Rise of the Net Generation*; McGraw-Hill, New York, NY.
271. Terry L. Childers and Akshay R. Rao (1992); The Influence of the Familial and Peer Based Reference Groups on Consumer Decisions; *Journal of Consumer Research*; Vol. 19 (September 1992); PP. 198-211.
272. Tewksbury, D. (2003); What Do Americans Really Want to Know? Tracking the Behavior of Newsreaders on the Internet; *Journal of Communication* 53(4): PP. 694–710.
273. Thomas P. Novak, and Bruce Mac Evoy (1991); On Comparing Alternative Segmentation Schemes: The List of Values (LOV) and Values and Lifestyles (VALS); *Journal of Consumer Research*; Vol. 18 (1991); PP. 105-109.
274. Thompson S. H. Teo, Vivien K. G. Lim, Raye Y. C. Lai; Omega(1999); Intrinsic and extrinsic motivation in Internet usage; *Int. J. Mgmt. Sci.* 27 (1999) PP .25±37
275. Thompson S.H. Teo(1998); Differential effects of occupation on Internet usage; *Internet Research: Electronic Networking Applications and Policy* Volume 8 · Number 2 · 1998 · PP. 156–165 © MCB University Press · ISSN 1066-2243
276. Thompson S.H. Teo, Margaret Tan(1998); An empirical study of Adopters and non-adopters of the Internet in Singapore; *Information & Management* 34 (1998); PP. 339-345
277. Thompson S.H. Teo; Demographic and motivation variables associated with Internet usage activities; *Internet Research: Electronic Networking Applications and Policy*; Volume 11. Number 2. 2001. PP. 125±137
278. Tidwell, R. (1988); Dropouts speak out: Qualitative data on early school departures; *Adolescence*, 23, PP. 939-954
279. Tony Addyman(1994); "The Internet: International Information Highway";*New Library World*(1994), Vol. 95 No. 1115, PP. 4-9

280. Trevino, L.K. and Webster, J. (1992); Flow in computer mediated communication; *Communication Research*, Vol. 19 No. 5, PP. 539-73
281. Tshteo, Vkglimandryclai (1997); Users And Uses Of The Internet: The Case Of Singapore; *International Journal Of Information Management*, Vol. 17, No. 5, PP. 325-336
282. Valerie L. Vaccaro, Kean University, Deborah Y. Cohn (2007); Global Consumer Values On The Internet &The Relationship Of Diffusion Characteristics, Lifestyle & Trustworthiness To P2p File-Sharing Behavior; *International Journal Of Business Research*, Volume Vii, Number 2, 2007, 176
283. Venkatesh, A. (1980); Changing Roles of Women- Lifestyle Analysis; *Journal of Consumer Research*; Vol. 7; PP. 189-97.
284. Venkatesh, A. (1996). "Computers and Other Interactive Technologies for the Home." *Communications of the ACM*, 39 (12): PP. 47-54.
285. Villani, K.E.A. (1975); Personality/Lifestyle and Television Viewing Behaviour; *Journal of Marketing Research*, Vol. XII (Nov.), PP. 432-9
286. Vipin Kumar (2003); Nistad news; *Information Technology*; Vol.2; No.3; 2003; PP.1-16.
287. Voorbij, H. (1999); Searching for scientific information on the Internet: A Dutch academic user survey; *Journal of the American Society for Information Science*, 50(7), PP.598-615.
288. W. Thomas Anderson, Jr., Linda L. Colden (2001); Lifestyle And Psychographics: A Critical Review And Recommendation; *Advances in Consumer Research*; PP. 405-411.
289. Wagner A. Karmakura and Michel Wedel (1995); Lifestyle Segmentation with Tailored Interviewing; *Journal of Marketing Research*, Vol. 32 (August 1995); PP. 308-317.
290. Walter A. Henry (1976); Cultural Values do Correlate with Consumer Behaviour; *Journal of Marketing Research*; Vol. 13 (May 1976); PP. 12-17.
291. Weber, Max (1946), *Weber Essays in Sociology*, eds. H. H.Gerth and C. W. Mills, New York:: Oxford University Press.
292. Weiner, R. G. (1996). *The Internet culture: Transitions and problems*. East Lansing, MI: National Center for Research on Teacher Learning. (ERIC Document Reproduction Service No. ED 401 898)
293. Well, W.D. and Tigert, D. (1971); Activities, Interest and Opinions; *Journal of Advertising Research*; Vol. 11; PP. 27-35.
294. Wells (1968); Backward Segmentation; in *Insights into Consumer Behaviour*; ed. J. Arndt, New York: Allyn and Bacon; PP. 85-100

295. Wells, W.D. (1974) (ed.); *Lifestyle and Psychographics*; Chicago, AMA, 1974.
296. Wells, William D. (1975c), "Comment on the Meaning of Lifestyle," in *Advances in Consumer Research*, ed. Beverlee B. Anderson, Ann Arbor, MI: Association for Consumer Research, 498.
297. Wiesbeck, G. A., Wodarz, N., Maurer, C., Thome, J., Jakob, F., & Boening, J. (1996); Sensation seeking, alcoholism and dopamine activity; *European Psychiatry*, 11, PP. 87-92.
298. William C. Bearden and Michael Etzel (1982); Reference Group Influence on Product and Brand Purchase Decisions; *Journal of Consumer Research*; Vol. 9 (Sept. 1982); PP. 183-194.
299. William D. Wells and Douglas J. Tigert, August 1971 ;"Activities, Interests, and Opinions," *Journal of Advertising Research* ;PP. 27 -35.
300. William J. Qualls (1987); Household Decision Behaviour: The Impact of Husbands' and Wives; Sex Role Orientation; *Journal of Consumer Research*; Vol. 14 (September 1987); PP. 264-277.
301. Williams, Robin M. Jr. (1967); Individual and Group Values; *Annals of the American Academy of Political and Social Science*, no. 371 (May); PP. 20-37
302. Williams, Robin M. Jr. (1979); Change and Stability in Values and Value Systems: A Sociological Perspective; In Milton Rokeach (ed.); *Understanding Human Values: Individual and Societal* (PP. 20-37); New York: Free Press
303. William R. Swinyard and Scott Mismatch (2003); Why People (Don't) Shop Online: A Life Style Study of the Internet Consumer; *Psychology & Marketing*; Vol. 20, No. 7, July 2003; PP. 567-597.
304. Wilson, Clark C. (1966); Homemaker Living Patterns and Marketplace Behaviour - A Psychometric Approach; in *New Ideas for Successful Marketing*, eds. J. S. Wright and J. L. Goldstucker, Chicago, IL: American Marketing Association, PP. 305-347.
305. Winters, Lewis C. (1989); New Technologies: SRI Announces VALS2; *Marketing Research: A Magazine of Management & Applications* (June); PP. 67-69
306. Xiang Fang, David C. Yen (2006); "Demographics and behavior of Internet users in China; China Today website. Growth of China's foreign trade (1995-2000).
307. Xiaoyingdong (2003); Searching Information and Evaluation of Internet: A Chinese Academic User Survey; *Intl. Inform. & Libr. Rev.* (2003), 35; PP. 163-187
308. Y. Amichai-Hamburger, E. Ben-Artzi (2003); Loneliness and Internet use; *Computers in Human Behavior* 19 (2003); PP. 71-80

309. Yael Fisher, Orit Bendas-Jacob(2006); Measuring Internet usage: The Israeli case; International Journal of Human-Computer Studies 64 (2006); PP 984–997
310. Yankelovich Partners (1995); The Yankelovich Cybercitizen Report, Atlanta, GA (1995).
311. Yong J. John and G.E. Gorman (2002); An insight into how South Koreans access the Internet and use Internet services such as banking and commerce.
312. Zemke, R. and Connellan, T. (2000); e-service, Amacom, American Management Association, New York, NY.
313. Zheng Yan(2006); ‘What Influences Children’s and Adolescents’ Understanding of the Complexity of the Internet?; Developmental Psychology Copyright 2006 by the American Psychological Association;2006, Vol. 42, No. 3, PP .418–428

#### **(B) RESEARCH REPORTS:**

1. I-CUBE 2009
2. Juxt Indian UrbaniteStudy,2009
3. Juxt Consult Online Research & Advisory(2008)
4. Laite, B. (2000); Internet use survey: Analysis; Retrieved on May 21, 2004,
5. Media Matrix Top Rankings, (2006)
6. Pew Internet America(2002); PEW INTERNET and American Life Project; February 12,
7. Socio-Economic Review,2009-2010
8. UCLA Centre for Communication Policy[CCP],2000

#### **(C) BUSINESS MAGAZINES:**

1. Advertising Age; 1982\*
2. Advertising Age; 1984\*
3. Advertising Age; 2000\*
4. American Demographics; July 2000\*
5. Aresh Shirali, Mitu Jayashankar and Mona Rat (1996); Drifting Down; Advertising and Marketing; May 1996; PP. 34-39.
6. Bhanu Pande (1997); Spruced Up Stations; Advertising and Marketing; June 1997; PP. 36-41.
7. Bureau of the Census, Statistical Abstract of the United States,2000
8. Business Line; 2001\*
9. Business Times; 2000\*

10. Chhaya (1996); Kelloggs: Strategy; Business Today; PP.73-77.
11. Hotel & Motel Management; 2000\*
12. Independent; 2000\*
13. Marketing Review, 1990\*
14. National Sporting Goods Association, 2002\*
15. New York Times; 1993\*
16. New York Times; 1999\*
17. Prasanth Prabhakaran; The Denim and the Darzi; Advertising and Marketing; May 1996; PP. 31-33.
18. S. Kapur (1995); Lifestyle on Two Wheels; Brand Equity; PP.95-97
19. Shenaz Bapooji Caddyman, 1999\*
20. Sinha, P.M., "Tri-Millennium Management: Customers and Brands" Business Today, Jan. 7th, 2000.
21. Smriti Jacob (1997); Kinetic Honda: A Case Study; Advertising and Marketing; June 1997; PP. 8-9.
22. Sunil Alagh, (2000). "Don't Manage Her, Make Her!", Business Today
23. Supermarket Business; 1999\*
24. Times Mirror (1995); Technology in the American Household: Americans Going On-Line; Washington, DC:Times Mirror Center for the People
25. Vivek J. Tiwary (2002);The Hindustan Times\*
26. Wall Street Journal; 2001\*

**NOTE:\*Researcher has taken these references from various research papers, where authors have not given the full reference.**

#### **(D) REFERENCE BOOKS:**

1. Hanan, M. (1980); Life-styled marketing; New York: Anacom.
2. Hawkins, Del J., Kenneth A. Coney, and Roger J. Best (1980); Consumer Behaviour-Implications for Marketing Strategy; Dallas, TX: Business Publications.
3. Henry Assel (2005); Consumer Behaviour A Strategic Approach; Biztantra, new Delhi; PP. 278-295
4. James F Engel & Roger D Blackwell(1982);Consumer Behaviour; The Dryden Press, CBS college Publishing;-PP.187-122.
5. Michman, R. (1991); Lifestyle marketing segmentation; New York: Praeger.

6. Peter Drucker (1973); *Management: Tasks, Responsibilities, Practices*; New York: Harper and Row, 1973; PP. 64-65
7. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan (2010); *Marketing 3.0*; John Wiley & Sons Inc.; PP. 21-22
8. Phillip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha (2007); *Marketing Management: A South Asian Perspective*; Pearson Publications
9. Phillip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha (2009); *Marketing Management: A South Asian Perspective*; Pearson Publications
10. Roger D Blackwell ,Paul W Miniard &James F. Engel(2002); *Consumer Behaviour*, Thomson, South-Western publishing; PP. 219-226.
11. Ronald D. Michman, Edward M. Mazze, Alan James Greco (2003); *Lifestyle Marketing*; Praeger Publishers, USA.
12. S.Ramesh Kumar(2003), 'Conceptual Issues in Consumer Behaviour', Pearson Education(Singapore) Pvt. Ltd.
13. Satish K Batra &S H H Kazmi (2004);*Consumer Behaviour: Text and Cases*; Excel Books
14. Savita Hanspal, (2001); *Advertising and Marketing Strategies: A Lifestyle approach*; New Century Publication, Delhi; PP.4-78
15. Sullivan Arthur, Steven M. Sheffrin (2003); *Economics: Principles in action* Upper Saddle River; New Jersey 07458: Pearson Prentice Hall. P. 28
16. Swenson, C. (1990); *Selling to a segmented market: The lifestyle approach*; Westport, CT: Quorum.
17. T. Srinivas Rao,(2006); *Changing Lifestyle and Consumer Behaviour*; Deep and Deep publications Pvt. Ltd, New Delhi; PP.16-22
18. Theodore Levitt (1960); *Marketing Myopia*; Harward Business Review (July-August 1960); P. 50.
19. Naresh K. Malhotra (2007); "Marketing Research An Applied Orientation"; Pearson Prentice Hall; Fifth Edition, 2007, Page No. 315.
20. Philip Kotler and Kevin Lane Keller (2005); "Marketing Management"; Prentice Hall of India Private limited, New Delhi, 12th edition, 2005, Page No. 144.
21. C.W. Choo (1998), *The Knowing Organization*, Oxford University Press, New York,1998
22. Feenberg, Andrew (1999) *Questioning Technology*. London: Routledge.

23. Cooper, H. (2010); Research Synthesis and Meta-Analysis; A Step-By-Step Approach;  
Los Angeles: Sage.

**(E) WEBLIOGRAPHY:**

1. [www.alootechie.com](http://www.alootechie.com)
2. [www.americanlives.com](http://www.americanlives.com)
3. [www.blonnet.com](http://www.blonnet.com)
4. [www.censusindia.gov.in](http://www.censusindia.gov.in)
5. [www.chinatoday.com](http://www.chinatoday.com)
6. [www.chinatoday.com/trade/a.html](http://www.chinatoday.com/trade/a.html)
7. [www.cjsm.com/vol3/](http://www.cjsm.com/vol3/)
8. [www.cosmoc.org](http://www.cosmoc.org)
9. [www.cstbdirect.com](http://www.cstbdirect.com)
10. [www.dailyreckoning.com](http://www.dailyreckoning.com)
11. [www.elsevier.com/locate/tele](http://www.elsevier.com/locate/tele)
12. [www.emerald-library.com](http://www.emerald-library.com)
13. [www.cn.wikipedia.org](http://www.cn.wikipedia.org)
14. [www.e-trade.com](http://www.e-trade.com)
15. [www.gujaratbusinessindia.com](http://www.gujaratbusinessindia.com)
16. [www.gujaratindia.com](http://www.gujaratindia.com)
17. [www.gujexim.com](http://www.gujexim.com)
18. [www.hellogiri.com](http://www.hellogiri.com)
19. [www.iamai.co.in](http://www.iamai.co.in)
20. [www.iamai.in](http://www.iamai.in)
21. [www.ibef.org](http://www.ibef.org)
22. [www.IDC.com](http://www.IDC.com)
23. [www.indianexpress.com](http://www.indianexpress.com)
24. [www.internetworldstats.com](http://www.internetworldstats.com)
25. [www.ITAA.com](http://www.ITAA.com)
26. [www.juxtconsult.com](http://www.juxtconsult.com)
27. [www.juxtconsult.com](http://www.juxtconsult.com)
28. [www.kff.org/entmedia/](http://www.kff.org/entmedia/)
29. [www.mit.govt.in](http://www.mit.govt.in)
30. [www.opppapers.com](http://www.opppapers.com)
31. [www.schwab.com](http://www.schwab.com)

32. [www.planningcommission.mic.in](http://www.planningcommission.mic.in)
33. [www.portal.gujarat.gov.in](http://www.portal.gujarat.gov.in)
34. [www.ship.edu](http://www.ship.edu)
35. [www.stanford.edu](http://www.stanford.edu)
36. [www.starpolish.com/advice/article](http://www.starpolish.com/advice/article).
37. [www.statcan.ca/Daily/English/001204/d001204a.htm](http://www.statcan.ca/Daily/English/001204/d001204a.htm)
38. [www.thehindubusinessline.com/catalyst/](http://www.thehindubusinessline.com/catalyst/)
39. [www.zonkerala.com](http://www.zonkerala.com)

\*\*\*\*\*