"A STUDY ON LIFESTYLES OF SELECTED FEMALE INTERNET USERS IN SELECTED CITIES OF GUJARAT."

DETAILED CONTENTS AT A GLANCE

SR.	PARTICULARS				
NO.	PARTICULARS	NUMBER			
I	Certificate	i			
II	Declaration by the Candidate	ii			
m	Acknowledgements	iii			
IV	List of Tables	iv			
V	List of Charts	xii			
VI	List of Figures	xiii			
VII	List of Annexure	xiii			
VIII	List of Abbreviations	xiv			
CHAPTER – ONE: LIFESTYLE MARKETING					
1.1	An Introduction	01			
1.2	A Conceptual Framework Of Marketing & Market Segmentation	01			
1.3	Approaches To Marketing	08			
1.4	Lifestyles	18			
1.5	Lifestyles & Consumer Behaviour	34			
1.6	Psychographics & Lifestyles	47			
1.7	Mediagraphics & Lifestyles	47			
1.8	Inclinations In Lifestyles Worldwide:	48			
1.9	Lifestyle Marketing	57			
1.10	Concluding Remarks	63			
CHAPTER-TWO: REVIEW OF LITERATURE					
2.0	Epilogue	76			
PART-I: GENERAL REVIEW OF LITERATURE					
2. I: 0	General Review Of Literature	76			
2. I: 1	A Brief Profile Of India	76			
2. I: 2	A Brief Profile Of State Of Gujarat	84			
PART-II: RELEVANT REVIEW OF LITERATURE					
2. II: 0	Relevant Review Of Literature	90			
2. II: 1	An Epigrammatic Analysis of Information Technology (IT) Industry of India & Worldwide	90			
2. II: 2	A Crisp Draft Information Technology (IT) Sector of the State of Gujarat	95			

2. III: 0	PART-III: SPECIFIC REVIEW OF LITERATURE Specific Review Of Literature	102
2. III: 1:0	A Review of Literature on Internet	102
2. III: 1:1	A Review of Literature on Cyber Cafes Worldwide	108
2. III: 1:2	A Review of Literature on Use of Internet & Behaviour of Internet	112
2. 111: 1:2	Users	. 112
2. III: 1:3	A Review of Literature on Concept of Flow	116
2. Ш: 1:4	A Review of Literature on Gender & Use of Internet	118
2. III: 1:5	A Review of Literature on Information Search Behaviour of Internet Users	120
2. III: 1:6	A Review of Literature on Extended Uses of Internet	130
2. III: 1:7	Review of Literature on Profile of Internet Users	132
	CHAPTER -THREE: RESEARCH METHODOLOGY	
3.1	Rationale of the Research Study	166
3.2	Key Terms of the Research Study	. 166
3.3	The Scope and Coverage of the Research Study	168
3.4	A Bird Eye-View on Research Problem of the Research Study	168
3.5	Research Design of the Research Study	168
3.6	Research Questions	169
3.7	Objectives of the Research Study	169
3.8	An Illustrative List of Hypothesis of the Research Study	170
3.9	Model Used In the Research Study	172
3.10	Research Methodology	174
3.11	Drafting of the Structured Non-Disguised Questionnaire	179
3.12	Chapterisation of the Research Study	182
3.13	Conclusions, Recommendations & Suggestions of the Research Study	184
3.14	Limitations of the Research Study	185
	CHAPTER NUMBER – FOUR: DATA ANALYSIS AND INTERPRETATIO)N
4.0	Profile of Selected Female Internet Users	193
4.1	Data Analyses of Internet Related Activities	198
4.2	Data Analyses of Activities, Interests & Opinions of Female	214
	Internet Users	
	CHAPTER -FIVE : FINDINGS OF THE RESEARCH STUDY	
5.1	Findings of The Research Study	265
5.2	Chi Square-Test	265
5.3	Findings of The Chi-Square Test on Heavy & Light Internet Users	296
5.4	One Way ANNOVA For Selected Female Internet Users' Overall	306
	Opinion on Problems Faced , While Using Internet	
5.5	One Way ANNOVA For Selected Female Internet Users' Overall	315

C	HAPTER-SIX: CONCLUSIONS, RECOMMONDATIONS & SUGGES	STIONS
6.1	Précis of The Research Study	319
6.2	Lifestyles of Heavy Internet Users In Baroda	333
6.3	Lifestyles of Heavy Internet Users In Ahmedabad	336
6.4	Lifestyles of Heavy Internet Users In Surat	339
6.5	Lifestyles of Heavy Internet Users In Rajkot	342
6.6	Lifestyles of Heavy Internet Users In Other Cities	344
6.7	Lifestyle of Heavy Internet Users in the state of Gujarat	346
6.8	Overall Implications of The Research Study	350
6.9	Recommendations of the Research Study	353
6.10	Suggestions of the Research Study	354
6.11	Future Directions for the Researchers	358
6.12	Concluding Remarks	359
***************************************	BIBLIOGRAPHY	
A	Research Journals	360
В	Research Reports	382
С	Business Magazines	382
D	Reference Books	383
E	Webliography	386
-,	APPENDICES	
I	Internet User Index For The City of Baroda	387
II	Internet User Index For The City of Ahmedabad	397
m	Internet User Index For The City of Surat	407
IV	Internet User Index For The City of Rajkot	418
v	Internet User Index For Other Cities	428
VI	Overall Internet User Index	438
VII	Findings Of The City of Baroda	448
VIII	Findings Of The City of Ahmedabad	451
IX	Findings Of The City of Surat	454
X	Findings Of The City of Rajkot	451
XI	Findings Of The Other Cities	460
XII	Overall Findings of The Research Study	463
XIII	Questionnaire	466
XIV	Map of Gujarat	473
