

LIST OF TABLES

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
01	1.1	Comparison of Marketing 1.0, 2.0, 3.0	07
02	1.2	Building Blocks of Marketing 3.0	07
03	1.3	Lifestyle Dimensions	28
04	2.1	Number of Literates & Literacy Rates	77
05	2.2	Average Monthly Household Incomes of Urban SECs	81
06	2.3	Type of Families & their Composition	81
07	2.4	Important Aspects of life Vis-à-vis Different Socio-Economic Classes	82
08	2.5	Spending Pattern of A Rupee in a Family	83
09	2.6	Asset Ownerships by Family Types	83
10	3.1	Sample size of the Juxt Consultant Online Surveys	175
11	3.2	Sample Size of the Juxt Consultant Online Survey, 2008 [Region- Wise]	175
12	3.3	Comparison of Sample Size of the Juxt Consultant Online Survey, 2008 & Sample Size of the Research Study	176
13	3.4	Table Showing Summary of Indicators and Reliability Alpha Score	180
14	3.5	List of References of Selected Criteria Used in Drafting of Structured Questionnaire	180
15	4.1	Profile of Selected Female Internet Users (Age Group)	192
16	4.2	Profile of Selected Female Internet Users (Marital Status)	193
17	4.3	Profile of Female Internet Users (Type of Family)	194
18	4.4	Profile of Female Internet Users (Educational Qualifications)	195
19	4.5	Profile of Selected Female Internet Users (Annual Income)	197
20	4.6	Internet Service Providers (ISPs) of Selected Female Internet Users	198
21	4.7	Place of Accessing Internet of Selected Female Internet Users	199
22	4.8	Duration of Internet Use of Selected Female Internet Users	200
23	4.9	Frequency of Use of Internet By Selected Female Internet Users	202
24	4.10	Sessional Length of Use of Internet By Selected Female Internet Users	203
25	4.11	Selected Sources of Information of the Websites on Internet	205
26	4.12	Selected Female Internet Users' Responses To An Online Advertisements	206
27	4.13	Generic Uses of Internet By Selected Female Internet Users	207
28	4.14	Information search and Collection of Information By Selected Female Internet Users	210
29	4.15	Selected Female Internet Users' Downloading Activities	211
30	4.16	Selected Female Internet Users' Availing of e-Services & Using Internet	212
31	4.17	Selected Female Internet Users' Online Buying of Products	213
32	4.18	Daily Activities of Selected Female Internet Users	214
33	4.19	Products Owned by Selected Female Internet Users	217
34	4.20	Vehicle Driven by Female Internet Users	221
35	4.21	Online Memberships of Female Internet Users	221
36	4.22	Investment Preference of Selected Female Internet Users	222
37	4.23	Credit Cards and Debit Cards Holdings of Selected Female Internet Users	223
38	4.24	Loans Availed By Selected Female Internet Users	223
39	4.25	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Baroda City	225
40	4.26	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Ahmedabad City	225
41	4.27	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Surat City	226
42	4.28	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Rajkot City	227

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
43	4.29	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Other Cities of Gujarat State	227
44	4.30	Selected Female Internet Users' Overall Experience on Problems Faced in use of Internet in Overall cities of Gujarat	228
45	4.31	Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Baroda City	229
46	4.32	Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Ahmedabad City	230
47	4.33	Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Surat City	231
48	4.34	Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Rajkot City	232
49	4.35	Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Other Cities of Gujarat State	233
50	4.36	Selected Female Internet Users' Overall Opinion on Benefits of Use of Internet in Overall cities of Gujarat	234
51	4.37	Selected Female Internet Users' Overall Opinion on Information Technology in Baroda City	235
52	4.38	Selected Female Internet Users' Overall Opinion on Information Technology in Ahmedabad City	235
53	4.39	Selected Female Internet Users' Overall Opinion on Information Technology in Surat City	236
54	4.40	Selected Female Internet Users' Overall Opinion on Information Technology in Rajkot City	236
55	4.41	Selected Female Internet Users' Overall Opinion on Information Technology in Other Cities	237
56	4.42	Selected Female Internet Users' Overall Opinion on Information Technology in Overall cities of Gujarat	237
57	4.43	Selected Female Internet Users' Overall Opinion on Self Perception in Baroda City	238
58	4.44	Selected Female Internet Users' Overall Social Opinion in Baroda City	239
59	4.45	Selected Female Internet Users' Overall Opinion Status Consciousness in Baroda City	239
60	4.46	Selected Female Internet Users' Overall Opinion on Self Perception in Ahmedabad City	240
61	4.47	Selected Female Internet Users' Overall Social Opinion in Ahmedabad City	241
62	4.48	Selected Female Internet Users' Overall Opinion Status Consciousness in Ahmedabad City	241
63	4.49	Selected Female Internet Users' Overall Opinion on Self Perception in Surat City Responses	242
64	4.50	Selected Female Internet Users' Overall Social Opinion in Surat City	243
65	4.51	Selected Female Internet Users' Overall Opinion Status Consciousness in Surat City	243
66	4.52	Selected Female Internet Users' Overall Opinion on Self Perception in Rajkot City	244
67	4.53	Selected Female Internet Users' Overall Social Opinion in Rajkot City	245
68	4.54	Selected Female Internet Users' Overall Opinion Status Consciousness in Rajkot City	245
69	4.55	Selected Female Internet Users' Overall Opinion on Self Perception in Other Cities	246
70	4.56	Selected Female Internet Users' Overall Social-Opinion in Other Cities	247

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
71	4.57	Selected Female Internet Users' Overall Opinion Status Consciousness in Other Cities	248
72	4.58	Selected Female Internet Users' Overall Opinion on Self Perception in Overall cities of Gujarat	248
73	4.59	Selected Female Internet Users' Overall Social Opinion in Overall cities of Gujarat	249
74	4.60	Selected Female Internet Users' Overall Opinion Status Consciousness in Overall cities of Gujarat	250
75	4.61	Selected Female Internet Users' Overall Opinion on TV – Advertising in Baroda City	250
76	4.62	Selected Female Internet Users' Overall Opinion on TV – Advertising in Ahmedabad City	251
77	4.63	Selected Female Internet Users' Overall Opinion on TV – Advertising in Surat City	251
78	4.64	Selected Female Internet Users' Overall Opinion on TV – Advertising in Rajkot City	252
79	4.65	Selected Female Internet Users' Overall Opinion on TV – Advertising in Other Cities	252
80	4.66	Selected Female Internet Users' Overall Opinion on TV – Advertising in Overall cities of Gujarat	253
81	4.67	Selected Female Internet Users' Overall Opinion on Online Shopping in Baroda City	254
82	4.68	Selected Female Internet Users' Overall Opinion on Shopping in Ahmedabad City	255
83	4.69	Selected Female Internet Users' Overall Opinion on Shopping in Surat City	255
84	4.70	Selected Female Internet Users' Overall Opinion on Shopping in Rajkot City	256
85	4.71	Selected Female Internet Users' Overall Opinion on Shopping in Other Cities	256
86	4.72	Selected Female Internet Users' Overall Opinion on Shopping in Overall cities of Gujarat	257
87	4.73	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Baroda City	257
88	4.74	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Ahmedabad City	258
89	4.75	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Surat City	259
90	4.76	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Rajkot City	260
91	4.77	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Other Cities	261
92	4.78	Selected Female Internet Users' Overall Opinion on Shopping of Food Products in Overall cities of Gujarat	262
93	5.1	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; age group of selected respondents	264
94	5.2	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; income group of selected respondents	265

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
95	5.3	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; Educational Qualification of selected respondents	265
96	5.4	Selected female Internet users' overall experience on operational problems in use of Internet vis-à-vis; marital status of selected respondents	265
97	5.5	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; Age group of selected respondents	266
98	5.6	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; Income group of selected respondents	266
99	5.7	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; Educational qualification of selected respondents	267
100	5.8	Selected female Internet users' overall experience on website & webpage related problems in use of Internet vis-à-vis; marital status of selected respondents	267
101	5.9	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; Age group of selected respondents	268
102	5.10	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; Income group of selected respondents	268
103	5.11	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; Educational Qualification of selected respondents	268
104	5.12	Selected female Internet users' overall experience on problem of hacking of user account in use of Internet vis-à-vis; marital status of selected respondents	268
105	5.13	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., Age group of selected respondents.	269
106	5.14	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., Income group of selected respondents.	270
107	5.15	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., educational qualification of selected respondents.	270
108	5.16	Selected female Internet users' overall opinion on Internet & Internet related activities towards Internet vis-a vis., marital status of selected respondents.	271
109	5.17	Selected female Internet users' overall opinion on "use & benefits of Internets" vis-a vis., age group of selected respondents	272
110	5.18	Selected female Internet users' overall opinion on "use & benefits of Internets" vis-a vis., income group of selected respondents.	272
111	5.19	Selected female Internet users' overall opinion on "use & benefits of Internets" vis-a vis., educational qualification of selected respondents.	272
112	5.20	Selected female Internet users' overall opinion on "use & benefits of Internets" vis-a vis., marital status of selected respondents.	273

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
113	5.21	Selected female Internet users' overall opinion on drawbacks of Internet vis-a vis., age of selected respondents	273
114	5.22	Selected female Internet users' overall opinion on drawbacks of Internet vis-a vis., income of selected respondents.	273
115	5.23	Result Selected female Internet users' overall Opinion on drawbacks of Internet vis-a vis., educational qualification of selected respondents.	274
116	5.24	Selected female Internet users' overall opinion on drawbacks of Internet vis-a vis., marital status of selected respondents.	274
117	5.25	Selected female Internet users' overall opinion on online shopping of products & services vis-a-vis., age group of selected respondents	274
118	5.26	Selected female Internet users' overall opinion on online shopping of products & services vis-a-vis., income group of selected respondents.	275
119	5.27	Selected female Internet users' overall opinion on online shopping of products & services vis-a-vis., Educational qualification of selected respondents	275
120	5.28	Selected female Internet users' overall opinion on online shopping of products & services vis-a-vis., marital status of selected respondents	275
121	5.29	Selected female Internet users' overall opinion on Information Technology vis-a-vis., age groups of selected respondents.	276
122	5.30	Selected female Internet users' overall opinion on Information Technology vis-a-vis., income groups of selected respondents	276
123	5.31	Selected female Internet users' overall opinion on Information Technology vis-a-vis., educational qualification of selected respondents.	276
124	5.32	Selected female Internet users' overall opinion on Information Technology vis-a-vis., marital status of selected respondents.	277
125	5.33	Selected female Internet users' overall opinion on Self-perception vis-a-vis., age groups of selected respondents	278
126	5.34	Selected female Internet users' overall opinion on Self-perception vis-a-vis., income groups of selected respondents	279
127	5.35	Selected female Internet users' overall opinion on Self-perception vis-a-vis., educational qualification of selected respondents.	280
128	5.36	Selected female Internet users' overall opinion on Self-perception vis-a-vis., marital status of selected respondents	281
129	5.37	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis., age group of selected respondents.	282
130	5.38	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis., Income group of selected respondents	283
131	5.39	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis., educational qualification of selected respondents.	283
132	5.40	Selected female Internet users' overall opinion on status-Consciousness vis-a-vis., marital status of selected respondents.	284
133	5.41	Selected female Internet users' overall social opinion vis-a-vis., age group of selected respondents.	285
134	5.42	Selected female Internet users' overall social opinion vis-a-vis., income group of selected respondents	286
135	5.43	Selected female Internet users' overall social opinion vis-a-vis., educational qualification of selected respondents.	287
136	5.44	Selected female Internet users' overall social opinion vis-a-vis., marital status of selected respondents.	288
137	5.45	Selected female Internet users' overall opinion on TV advertising vis-a-vis., age group of selected respondents.	288

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
138	5.46	Selected female Internet users' overall opinion on TV advertising vis-a-vis., income group of selected respondents.	289
139	5.47	Selected female Internet users' overall opinion on TV advertising vis-a-vis., educational qualification of selected respondents.	289
140	5.48	Selected female Internet users' overall opinion on TV advertising vis-a-vis., marital status of selected respondents.	289
141	5.49	Selected female Internet users' overall opinion on shopping behaviour vis-a-vis., age group of selected respondents	290
142	5.50	Selected female Internet users' overall opinion on shopping behaviour vis-a-vis., income group of selected respondents	290
143	5.51	Selected female Internet users' overall opinion on shopping behaviour vis-a-vis., educational qualification of selected respondents	291
144	5.52	Selected female Internet users' overall opinion on shopping behaviour vis-a-vis., marital status of selected respondents.	291
145	5.53	Selected female Internet users' overall opinion on shopping of food products vis-a-vis., age group of selected respondents.	292
146	5.54	Selected female Internet users' overall opinion on shopping of food products vis-a-vis., income group of selected respondents.	292
147	5.55	Selected female Internet users' overall opinion on shopping of food products vis-a-vis., educational qualification of selected respondents.	293
148	5.56	Selected female Internet users' overall opinion on shopping of food products vis-a-vis., marital status of selected respondents.	293
149	5.57	Selected female Internet users' overall experience of operational problems vis-a-vis., heavy & light usage of Internet	296
150	5.58	Selected female Internet users' overall experience of website related problems vis-a-vis., heavy & light usage of Internet	296
151	5.59	Selected female Internet users' overall experience of hacking problems vis-a-vis., heavy & light usage of Internet	296
152	5.60	Selected female Internet users' overall opinion on Internet vis-a-vis., heavy & light usage of Internet	297
153	5.61	Selected female Internet users' overall opinion on safety & use of Internet vis-a-vis., heavy & light usage of Internet	298
154	5.62	Selected female Internet users' overall opinion on drawbacks of Internet vis-a-vis., heavy & light usage of Internet	298
155	5.63	Selected female Internet users' overall opinion on online shopping vis-a-vis heavy & light usage of Internet	299
156	5.64	Selected female Internet users' overall opinion on drawbacks of Internet vis-a-vis., heavy & light usage of Internet	299
157	5.65	Selected female Internet users' overall opinion on Self-perception vis-a-vis., heavy & light usage of Internet	300
158	5.66	Selected female Internet users' overall opinion on Status -Consciousness vis-a-vis., heavy & light	301
159	5.67	Selected female Internet users' overall opinion towards TV advertising vis-a-vis., heavy & light usage of Internet	302
160	5.68	Selected female Internet users' overall opinion on shopping behaviour vis-a-vis., heavy & light usage of Internet	302
161	5.69	Selected female Internet users' overall opinion on shopping of food products vis-a-vis., heavy & light usage of Internet	303
162	5.70	Selected female Internet users' overall opinion on social opinion vis-a-vis., heavy & light usage of Internet	304
163	5.71	Descriptive Statistics considering Place of selected female Internet users on problems faced while using Internet	305

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
164	5.72	Test of Homogeneity of Variances on Overall Experience on Problems faced by selected Female Internet Users during use of Internet, belonging to different Places.	305
165	5.73	ANOVA TABLE for Overall Experience on Problems faced by selected Female Internet Users belonging to different Places	305
166	5.74	Descriptive Statistics considering Age groups of selected female Internet users on Problems faced while using Internet	306
167	5.75	Test of Homogeneity of Variances for Overall Experience on Problems faced , in use of Internet by Female Internet Users vis-à-vis., Age groups of selected respondents.	306
168	5.76	ANOVA TABLE on Overall Experience of selected female Internet users on Problems faced, in use of Internet vis-a-vis Age Groups of selected respondents	306
169	5.77	Descriptive Statistics considering Income groups of selected female Internet users on Problems faced while using Internet	307
170	5.78	Test of Homogeneity of Variances for Overall experience on Problem faced by Female Internet Users vis-à-vis income group of selected respondents	307
171	5.79	ANOVA TABLE on Overall Experience of selected female Internet users on Problems faced, in use of Internet vis-a-vis Income Groups of selected respondents	307
172	5.80	Descriptive Statistics considering educational qualification of selected female Internet users on Problems faced while using Internet	308
173	5.81	Test of Homogeneity of Variances for Overall experience on Problem faced by Female Internet Users vis-à-vis educational qualification of selected respondents	308
174	5.82	ANOVA TABLE on Overall Experience of selected female Internet users on Problems faced, in use of Internet vis-a-vis educational qualification of selected respondents	308
175	5.83	Descriptive Statistics considering marital status of selected female Internet users on Problems faced while using Internet	309
176	5.84	Test of Homogeneity of Variances for Overall Opinion on Problem faced by Female Internet Users during use of Internet, of different marital status.	309
177	5.85	ANOVA TABLE for Overall Opinion of Female Internet Users ,belonging to different Marital status ,on Problems faced, during use of Internet.	309
178	5.86	Descriptive Statistics ,considering Place of selected female Internet user on Overall Opinion on Internet	310
179	5.87	Test of Homogeneity of Variances for Overall Opinion on Internet ,of Female Internet Users, belonging to different Places.	310
180	5.88	ANOVA TABLE for Overall Opinion towards Internet,of Female Internet Users, belonging to different Places.	310
181	5.89	Descriptive Statistics ,considering Age of selected female Internet user on Overall Opinion on Internet .	311
182	5.90	Test of Homogeneity of Variances for Overall Opinion on Internet ,of Female Internet Users, belonging to different Age groups.	311
183	5.91	ANOVA TABLE for Overall Opinion towards Internet, of Female Internet Users, belonging to different Age groups.	311
184	5.92	Descriptive Statistics, considering Income of selected female Internet on Overall Opinion on Internet .	311

S.No.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
185	5.93	Test of Homogeneity of Variances on Overall Opinion towards Internet ,of Female Internet Users, belonging to different Income groups.	312
186	5.94	ANOVA TABLE for Overall Opinion towards Internet, of Female Internet Users, belonging to different Income groups.	312
187	5.95	Descriptive Statistics, considering Place of selected female Internet on Overall Opinion on Internet.	312
188	5.96	Test of Homogeneity of Variances for Overall Opinion on Internet,of Female Internet Users, of different Education.	313
189	5.97	ANOVA TABLE for Overall Opinion towards Internet of Female Internet Users, belonging to different Educational qualification.	313
190	5.98	Marital status wise Descriptive Statistics of Overall Opinion of Female Internet users towards Internet .	313
191	5.99	Test of Homogeneity of Variances for Overall Opinion on Internet ,of Female Internet Users, of different Marital status.	313
192	5.100	ANOVA TABLE for Overall Opinion towards Internet, of Female Internet Users, of different marital status.	314
193	5.101	Descriptive Statistics of AIOs of Female Internet users of different cities	314
194	5.102	Test of Homogeneity of Variances for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Cities.	314
195	5.103	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Places.	314
196	5.104	Descriptive Statistics of AIOs of Female Internet users of different age group	315
197	5.105	Test of Homogeneity of Variances for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Age groups.	315
198	5.106	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Age groups.	315
199	5.107	Descriptive Statistics of AIOs of Female Internet users of different income group	316
200	5.108	Test of Homogeneity of Variances for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Income group.	316
201	5.109	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet Users, belonging to different Income groups.	316
202	5.110	Education wise Descriptive Statistics of AIOs of Female Internet users.	317
203	5.111	Test of Homogeneity of Variances for Overall Opinion of Female Internet Users on AIOs , belonging to different Education.	317
204	5.112	ANOVA TABLE for Overall Opinion on AIOs ,of Female Internet Users, of different Education.	317