## DETAILED CONTENT

	DETAILED CONTENT	Wie.
	CHAPTER ONE	
1.1	AN INTRODUCTION:	01
	A BRIEF REVIEW OF IT	
1.2	(INFORMATION TECHNOLOGY) SECTOR	01
	WORLDWIDE AND INDIA :AN OVERVIEW	
1:3	AN IT ACT OF INDIA:	07
1.4	THE GROWTH OF IT SECTOR IN THE STATE OF	14
	GUJARAT	
1:5	INFORMATION TECHNOLOGY (IT) POLICY OF THE	18
1:3	STATE OF GUJARAT:	
1.6	INTERNET USERS IN INDIA AND WORLD WIDE:	20
1.7	FEMALES AS AN INTERNET USER	26
1.8	INTERNET USAGE ACTIVITIES IN INDIA:	27
1.9	A BRIEF REVIEW OF LITERATURE ON ONLINE	28
	SHOPPING IN INDIA & WORLDWIDE:	
1.10	A BRIEF REVIEW OF LITERATURE ON INTERNET	36
	USAGE ACTIVITIES	
1.11	A BRIEF REVIEW OF LITERATURE ON FEMALES'	38
	INTERNET USAGE ACTIVITIES	
	CHAPTER TWO	
2.1	AN INTRODUCTION	51
2.2	E-MARKETING: A CONCEPTUAL REVIEW	53
2.3	THE SCENARIO OF E MARKETING IN INDIA	58
2.4	A BRIEF REVIEW OF LITERATURE OF e- MARKETING:	61
2.5	THE FUTURE OF E-MARKETING	76
	CHAPTER THREE	
3.1	ATTITUDE TOWARDS ONLINE SHOPPING:	89
3.2	MOTIVATION FOR ONLINE SHOPPING	95
3.3	ONLINE SHOPPING ORIENTATIONS	100
3.4	RISK ASSOCIATED WITH ONLINE SHOPPING	103
3.5	TRUST ASSOCIATED WITH ONLINE SHOPPING	107
3.6	CONSUMER BEHAVIOUR AND ONLINE SHOPPING	110
3.7	GENDER AND ONLINE SHOPPING	114
	ONLINE SHOPPING VERSUS OFFLINE SHOPPING	
3.8:	ONLINE SHOPPING VERSUS OFFLINE SHOPPING	116
3.9:	ONLINE SHOPPING FOR PHYSICAL PRODUCTS AND	126
	ONLINE OR ELECTRONIC SERVICES	120
3.10	FEMALE AS AN ONLINE SHOPPER	131
3.10	CHAPTER FOUR	131
4.1	A BRIEF PROFILE OF AN INDIAN ECONOMY	159
4.2	AN OVERVIEW OF THE STATE OF GUJARAT	161
7.2	ECONOMY	101
4.3	A BRIEF SOCIO-ECONOMIC REVIEW OF GUJARAT	163
7.0	STATE FOR THE YEAR 2007-7008	103
4.4	INVESTMENT PROFILE OF THE GUJARAT STATE:	167
4.5	A BRIEF REVIEW OF INDUSTRIAL POLICIES &	168
4.5	INCENTIVES OF THE GUJARAT STATE	100
***************************************	INCLITIVES OF THE GOSAKAI STATE	

4.6	A REVIEW OF REPORT FOR REFORMS AND	169
	PERFORMANCE OF STATES	
	CHAPTER FIVE	
5.1	RESEARCH METHODOLOGY	172
5.2	RELIABILITY AND VALIDITY OF STRUCTURED	183
	QUESTIONNAIRE	
5.3	A BRIEF ABOUT SAMPLING DECISIONS	187
5.4	A BRIEF ABOUT STRUCTURED NON-DISGUISED	189
	QUESTIONNAIRE	
5.5	SCHEME OF CHAPTERISATION OF THE THESIS	191
5.6	LIMITATIONS OF THE RESEARCH STUDY	192
	CHAPTER SIX	
6.1	OVERALL PROFILE OF SELECTED FAMALE	204
	RESPONDENTS AS INTERNET USERS:	
6.2	PROFILE OF ONLINE FEMALE SHOPPERS	210
6.3	PROFILE OF FEMALE OFFLINE SHOPPERS	215
6.4	DATA ANALYSIS (ACCORDING TO INTERENT USAGE	220
	ACTIVITIES):	
6.5	MAJOR RESULTS OF THE RESEARCH STUDY	251
6.6	CITY WISE RESULTS OF THE STUDY:	257
	CHAPTER SEVEN	
7.1	FINDINGS OF THE RESEARCH STUDY:	264
7.2	CHI SQUARE-TEST	264
7.3	RESULTS OF T-TESTS ON PSYCHOGRAPHIC	287
	VARIABLES.	
7.4	OVERALL FACTOR ANALYSIS	291
7.5	RELIABILITY TESTING AND FACTOR ANALYSIS OF	298
	FEMALE ONLINE SHOPPERS' DIFFERENT FACETS OF	
	ONLINE SHOPPING:	
7.6	OVERALL IMPLICATIONS OF THE RESEARCH STUDY	303
7.7	CITY WISE IMPLICATIONS OF THE STUDY:	306
······································	CHAPTER EIGHT	
8.0	OVERVIEW OF THE STUDY	309
8.1	MAJOR RESULTS OF THE RESEARCH STUDY:	314
8.2	OVERALL IMPLICATIONS OF THE RESEARCH	
	STUDY:	316
8.3	SOME REFLECTIONS OF RESEARCHER ON STUDY:	317
8.4	SUGGESTIONS FOR THE STUDY:	320
	BIBLIOGRPHY	325
	WEBLIOGRAPHY	353
	APPENDICES	356