

LIST OF TABLES:

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
01	1:1	Scope and Development of ICT Legislations	13
02	1:2	Top 15 Countries Worldwide in terms of Number of by Internet Users Ranked as on January 2007	20
03	1:3	Internet Users and Population Statistics For Asia	21
04	1:4	Internet Usage & Population Statistics of India	22
05	1:5	Growth of Internet Users in Urban India	23
06	1:6	Proportion of Population and Internet Penetration	24
07	1:7	Proportion of Population, Literacy and Internet Penetration	25
08	1:8	Purpose of Internet Access	27
09	1:9	Searched to See the Advertisements	28
10	1:10	Products Purchased After watching the Advertisements	28
11	1:11	E-Commerce Market Size of India	30
12	1:12	Top 10 Online Shopping Activities In India (Other Than Travel Tickets)	32
13	1:13	Online Activities of internet Users At A Glance	36
14	2.1	The Emerging Business Model	53
15	4.1	Economy of Gujarat State	162
16	4.2	Health Data of Gujarat state	163
17	4.3	Demographic Indicators of Gujarat State	164
18	4.4	Population Data of Gujarat State	164
19	4.5	Statewise Number of Districts, Population on Selected Criterion vis-a -- vis Sex, Sex Ratio And Decadal Growth Rate of Population	165
20	4.6	Growth Of Population-Gujarat-State	165
21	4.7	Gender Ratio of the Gujarat State	166
22	4.8	Educational Data of the Gujarat State	167
23	4.9	Vibrant Gujarat 2007: Key Investments	168
24	5.1	List of References of Selected Criteria Used in Design of Structured Questionnaire for Opinion towards Online Shopping Versus Offline Shopping and Experiences as an Online Shopper and Offline Shopper.	182
25	5.2	Overall Results of Reliability Testing for Female Online Shoppers' Opinions on Online Shopping (Overall)	184
26	5.3	Results of Reliability Testing for Female Online Shoppers' Opinions on Offline Shopping.	185
27	5.4	Overall Results of Reliability Testing for Female Online Shoppers' Different Facets on Online Shopping (Overall)	186
28	5.5	Percentages of Samples Drawn by the Juxt Consultant Online Research	188
29	5.6	Region- Wise Break-Ups of the Samples	188
30	I	Profile of Female Respondents As An Internet User(Age-Group)	204
31	II	Profile of Female Respondents As An Internet User (Marital- Status)	206
32	III	Profile of Female Respondents As An Internet User (Occupational Status)	207
33	IV	Profile of Female Respondents As An Internet User (Educational Qualifications)	208
34	V	Profile of Female Respondents As An Internet User (Annual Income)	209
35	VI	Profile of Female Online Shoppers (Age-Group)	210

36	VII	Profile of Female Online Shoppers (Marital- Status)	211
37	VIII	Profile of Female Online Shoppers (Occupational Status)	212
38	IX	Profile of Female Online Shoppers (Educational Qualifications)	213
39	X	Profile of Female Online Shoppers (Annual Income)	214
40	XI	Profile of Female Offline Shoppers (Age-Group)	215
41	XII	Profile of Female Offline Shoppers (Marital- Status)	216
42	XIII	Profile of Female Offline Shoppers (Occupational Status)	217
43	XIV	Profile of Female Offline Shoppers (Educational Qualifications)	218
44	XV	Profile of Female Offline Shoppers (Annual Income)	219
45	6.1	Selected Female Respondents' Responses on Use of Internet	220
46	6.2	Selected Female Respondents' Responses on Access of Internet	220
47	6.3	Selected Female Respondents' Key Uses of Internet	221
48	6.4	Selected Female Respondents' Periodic Uses of Internet	221
49	6.5	Selected Female Respondents' Frequency of Uses of Internet	222
50	6.6	Selected Female Respondents' Responses on Average Time Spent on Internet	223
51	6.7	Selected Female Respondents' Responses on Sources of Information	224
52	6.8	Selected Female Respondents' Generic Uses of Internet	226
53	6.9(A)	Selected Female Respondents 'Responses on Generic Problems Being Faced As An Internet User.	227
54	6.9(B)	Selected Female Respondents 'Responses on Generic Problems Being Faced An As Internet User.	228
55	6.9(C)	Selected Female Respondents' Responses on Generic Problems being Faced As An Internet User	229
56	6.10	Selected Female Respondents' Responses on collection of Information As An Internet User.	231
57	6.11	Selected Female Respondents' Responses on Use of Internet for Purchase of Products & or Availing of Services	232
58	6.12	Selected Female Respondents' Online Shopping of Selected Products	233
59	6.13	Actual Availing of Online or e-Services by Selected Female Respondents As An Internet User.	234
60	6.14(A)	Selected Female Respondents' Responses on Future Buying Behaviour of Selected Products From Physical Stores	234
61	6.14(B)	Selected Female Respondents' Responses on Future Buying Behaviour of Selected Products Using Internet	235
62	6.14(C)	Selected Female Respondents 'Online and Offline Buying Behaviour of Selected Physical Products	237
63	6.15(A)	Selected Female Respondents Responses on Future Buying Behaviour of Selected Products From Physical Stores.	238
64	6.15(B)	Selected Female Respondents' Responses on Availing of Selected Online or e-Services Using Internet	239
65	6.15(C)	Selected Female Respondents' Online and Offline Buying Behaviour On Selected e-Services.	240
66	6.16(A)	Selected Female Respondents' Responses on Online Buying Behaviour "Sometimes"	241
67	6.16(B)	Selected Female Respondents' Responses on Online and Offline Buying Behaviour "Always"	242

68	6.16(C)	Selected Female Respondents' Online & Offline Buying Behaviour	243
69	6.17(A)	Selected Female Respondents Most Preferred Mode of Payment	243
70	6.17(B)	Selected Female Respondents Sometimes Preferred Mode of Payment	243
71	6.17(C)	Selected Female Respondents Least Preferred Mode of Payment	244
72	7.1	Results of the χ^2 Test on "Convenience" Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	264
72	7.2	Results of the χ^2 Test on "Convenience" Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	265
74	7.3	Results of the χ^2 Test on "Convenience" Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	265
75	7.4	Results of the χ^2 Test on "Convenience" Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	266
76	7.5	Results of the χ^2 Test on "Security" Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	267
77	7.6	Results of the χ^2 Test on "Security" Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	267
78	7.7	Results of the χ^2 Test on "Security" Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	268
79	7.8	Results of the χ^2 Test on "Security" Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	268
80	7.9	Results of the χ^2 Test on "Experience" Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	269
81	7.10	Results of the χ^2 Test on "Experience" Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	270
82	7.11	Results of the χ^2 Test on "Experience" Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	270
83	7.12	Results of the χ^2 Test on "Experience" Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	271
84	7.13	Results of the χ^2 Test on "Efficiency" Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	272
85	7.14	Results of the χ^2 Test on "Efficiency" Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	273
86	7.15	Results of the χ^2 Test on "Efficiency" Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	273
87	7.16	Results of the χ^2 Test on "Efficiency" Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	274
88	7.17	Results of the χ^2 Test on "Price Conscious" Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	275
89	7.18	Results of the χ^2 Test on "Price Conscious" Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	275
90	7.19	Results of the χ^2 Test on "Price Conscious" Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	276
91	7.20	Results of the χ^2 Test on "Price Conscious" Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	276
92	7.21	Results of the χ^2 Test on "Social Experience" Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	277
93	7.22	Results of the χ^2 Test on "Social Experience" Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	278

94	7.23	Results of the χ^2 Test on “Social Experience” Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	278
95	7.24	Results of the χ^2 Test on “Social Experience” Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	278
96	7.25	Results of the χ^2 Test on “Emotion” Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	279
97	7.26	Results of the χ^2 Test on “Emotion” Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	281
98	7.27	Results of the χ^2 Test on “Emotion” Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	282
99	7.28	Results of the χ^2 Test on “Emotion” Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	283
100	7.29	Results of the χ^2 Test on “Identity” Criterion as a Benefit of Online Shopping vis-à-vis Age of Female Online Shoppers.	284
101	7.30	Results of the χ^2 Test on “Identity” Criterion as a Benefit of Online Shopping vis-à-vis Income of Female Online Shoppers.	285
102	7.31	Results of the χ^2 Test on “Identity” Criterion as a Benefit of Online Shopping vis-à-vis Occupation of Female Online Shoppers.	285
103	7.32	Results of the χ^2 Test on “Identity” Criterion as a Benefit of Online Shopping vis-à-vis Education of Female Online Shoppers.	285
104	7.33	T- Test Result for Perceived Difference Between Female Online Shoppers and Female Offline Shoppers (Overall Results)	287
105	7.34	T- Test Result for Perceived Difference Between Female Online Shoppers and Female Offline Shoppers (Ahmedabad City)	288
106	7.35	T- Test Result for Perceived Difference Between Female Online Shoppers and Female Offline Shoppers (Baroda City)	289
107	7.36	T- Test Result for Perceived Difference Between Female Online Shoppers and Female Offline Shoppers (Rajkot City)	289
108	7.37	T- Test Result for Perceived Difference Between Female Online Shoppers and Female Offline Shoppers (Surat City)	290
109	7.38	KMO and Bartlett's Test of Reasons for Opinion about Online Shopping	291
110	7.39	Results of Reliability Testing for Female Online Shoppers' Opinions on Online Shopping (Overall)	292
111	7.40	Results Factor analysis for Opinions about Online shopping (Overall)	293
112	7.41	KMO and Bartlett's Test of Reasons for Different Facets of Online Shopping	298
113	7.42	Overall Results of Reliability Testing for Female Online Shoppers' Different facets on Online Shopping	299
114	7.43	Results of Factor Analysis for Different Facets of Online Shopping	300