

CHAPTER-THREE

RESEARCH METHODOLOGY

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CHAPTER NUMBER: THREE

RESEARCH METHODOLOGY

3.0: RATIONALE OF THE RESEARCH STUDY:

Lifestyle research has become increasingly important to the marketers in today's complex and competitive environment to develop suitable marketing strategies to keep close ties with the target customers. The changing demographics and socio-cultural factors and the increasing diversification of the marketers to provide multiple products have certainly reflected upon the consumer choice. Many products today are reflection of consumer lifestyles. In fact, consumers try to buy those products which reflect his or her lifestyle. In view of such changes in consumer behaviour, lifestyle analysis could enable marketers to explore new dimensions of how consumers process information, learn and undergo changes in attitudes and behaviour. These insights and understanding provide immense scope to the marketers to better design their future marketing programs or strategies more effectively and efficiently to better reach. In this context, it was decided to undertake an empirical research study to understand life styles of female Internet Users in the state of Gujarat. An attempt has been therefore made to construct meaningful profiles of selected female Internet Users' lifestyles in the State of Gujarat, and also to identify distinct variables that shape the patterns of lifestyle using Activities, Interests and Opinions approach (AIOs). It aimed at collection of information on views and opinions of female Internet users' online activities in order, to identify their Profile & lifestyle with their selected back ground variables viz., demographics, occupation, educational and income as well as preparation of socio- economic profiles of selected female Internet users in the selected cities of the State of Gujarat.

3.1: KEY TERMS OF THE RESEARCH STUDY:

Lifestyles Marketing, E-Commerce, E- Marketing, Female Internet Users, Information Technology (IT), Internet Users, Internet

Each of the key terms has been outlined in brief as follows:

3.1.1: Information Technology (IT):

According to Information Technology Association of America (ITAA), Information technology (IT) is the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware. IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit and securely retrieve information(www.ITAA.com)¹.

3.1.2: Internet:

Internet or World Wide Web (WWW) is a worldwide system of computer networks that allows its users called as to send and receive information from various other computers (William. R. Swinyard and Scott M. Smith, 2003)¹.

3.1.3: Internet Users:

Internet users are those individuals who use Internet to search and collect information for various Internet-related activities. One can find following three major shifts that has influenced Internet users significantly in the way they use or surf Internet on information highways. First, increased attention is given on profiling of heavy Internet users. Second, the profiles of Internet users have become crucial & increasingly relevant by type considering uses of Internet. To illustrate, profiles of heavy gamers, information seekers, and news gainers. Third, as profiles has become more discrete, some of the type of Internet related activities of Internet users called as Web generalists, down loaders, Self Improvers, Entertainment Seekers, Traders, and Socializers too have become important (Helga Dittmar and others ,2004)².

3.1.4: E-Commerce:

Electronic or e-Commerce can be described as a range of online activities concerning products and or services. Both Business-to-Business (B2B) and Business-to-Consumer (B2C) activities are undertaken or performed using Internet. As both electronic commerce and electronic or online or virtual or cyber shopping are interrelated, one can expect that such changes in online shopping shall have a direct and crucial effect on electronic commerce in near future(Marry Ann Eastlick and Sherry Lotz ,1999)³.

3.1.5: e-Marketing:

e-Marketing can be defined as the use of Internet and other interactive technologies to create and mediate dialogue between the companies and its identified customers. The consumer goods company or professional service organization therefore develops an Internet-based system to actively communicate and interact with its target customers, clients, or patients using Internet (Sandy Farag (2006)⁴ .

3.1.6: Lifestyle:

A lifestyle is a characteristic bundle of behaviours that makes sense to both others and oneself at a given point of time and place, including social relations, consumption, entertainment, and dressing. The behaviours and practices within lifestyles are a mixture of habits, conventional ways of doing things, and reasoned actions. A lifestyle typically also reflects an individual's attitudes, values or worldview. A lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity.

Not all aspects of a lifestyle are entirely voluntaristic. Surrounding social and technical systems can constrain the lifestyle choices available to an individual and the symbols s/he is able to project to others and ownself. (Spaargaren, G., and B. VanVliet. 2000)⁵.

3.1.7: Lifestyle Marketing:

lifestyle marketing (LM) can be described as a strategy for seizing the concept of a market according to its most meaningful, recurrent patterns of attitudes and activities, and then tailoring products and its promotional strategies to fit these patterns (Hanan ,1980)⁶.

3.2: THE SCOPE AND COVERAGE OF THE RESEARCH STUDY:

The researcher has collected information and primary data on from female Internet users on selected criteria viz., uses of Internet; Internet related activities as well as their Activities; Interests and Opinions (AIOs) to know, identify, understand, critically analyze and report on their lifestyles with a focus on their Demographics, Psychographics, and media-graphics. The geographical coverage of this research study was restricted with an exclusive focus on female Internet users who were having active e-mail identification required to access websites on Internet at the time of the collection of the primary data. It was determined that female Internet users who are to be residents from amongst the selected major cities viz. Ahmedabad, Surat, Baroda, Rajkot, and also from various other cities of the State of Gujarat were predetermined as targeted respondents of this research study.

3.3: A BIRD EYE-VIEW ON RESEARCH PROBLEM OF THE RESEARCH STUDY:

The broad perspective of the problem of research statement was to identify the Lifestyle of selected female Internet users to be conveniently drawn from amongst the selected four major cities as well as various other cities of the State of Gujarat. The researcher has therefore collected the primary data on Demographics, Psychographics, and media-graphics to prepare concerned profiles of the selected female Internet users and to analyze their patterns of use of Internet and Internet activities as well as to also critically study selected female respondents' AIO inventory of selected female Internet users from amongst the selected cities of the State of Gujarat.

3.4: RESEARCH DESIGN OF THE RESEARCH STUDY:

The research design applied in this study was of exploratory as well as descriptive in nature considering its rationale; objectives, and hypothesis as well as sources of information, sampling decisions, data analysis and interpretation which have offered its results, findings and in the context of identified limitations of this research study.

3.5: RESEARCH QUESTIONS:

The research study has attempted to obtain answers of various possible research questions that were identified and selected in form of an outcome of the review of literature that lead to possible gaps in the area of this selected research study that has been listed out as follows.

- ❖ What is the demographic profile of selected female Internet users in the selected cities of Gujarat?
- ❖ What is the psychographic profile of selected female Internet users in the selected cities of Gujarat?
- ❖ What are the media habits of female Internet users?
- ❖ What are the patterns of uses of Internet of female Internet users?
- ❖ What are the Internet-related activities of female Internet users?
- ❖ What kind of online or e-services are availed by female Internet users?
- ❖ What are the online buying/shopping activities of selected female Internet users?
- ❖ What are the various criteria that are being considered in online buying/shopping activities by the selected female Internet users?
- ❖ What is the most preferred mode of payment amongst selected female Internet users?
- ❖ What are the various problems being faced while using Internet by selected female Internet users?
- ❖ What are the Activities, Interests & Opinions [AIOs] of selected female Internet users?

3.6: OBJECTIVES OF THE RESEARCH STUDY:

The major objectives of this research study were as follows:

- To collect information from selected female Internet users' on their selected background variables viz., age groups; income; education; occupation, and to relate it with selected criteria of selected female Internet users;
- To collect primary data and information from female Internet users on selected criteria viz. use of Internet, benefits of using Internet, and their perceived risk of use of Internet;
- To identify, analyze, interpret, evaluate and report on selected criteria with concerning their uses of Internet in availing of e-services by selected female Internet users in Gujarat on:
 - ✓ Place and Generic of uses of Internet;
 - ✓ Use of Internet to collect information;
 - ✓ Selected Internet users' evaluative criteria in use of Internet; and
- Overall opinion & experience of selected female Internet users on selected variables based on selected items concerning generic problems being faced by them in use of Internet, and
- To identify, know, analyze, interpret, evaluate, understand & report on Demographic Profiles and media habits of selected female Internet users in the State of Gujarat;

- To identify the AIO inventory of selected female Internet users in the State of Gujarat;
- To know the preferred places of access of Internet, Frequency & Average time spent in use of Internet;
- To collect information on the Internet related activities of selected female Internet users such as collection of Information, availing e-services, online Buying, and e-Payment;
- To evaluate overall experience of selected female Internet user on the problems being faced in using Internet, and
- To access the responses on selected statements of selected female Internet users to know their AIO.

3.7: AN ILLUSTRATIVE LIST OF HYPOTHESIS OF THE RESEARCH STUDY:

An attempt was made by the researcher to formulate and test various statistical hypotheses based on gaps derived based on an in-depth review of literature given as below as follows:

- ✚ The overall opinion of selected female Internet users, on Internet use and their related operational problems faced has no association with their selected demographic variables such as age; income; education and marital status.
- ✚ The overall opinion of selected female Internet users on selected criteria Website & Web pages related problems has no association with their selected demographic variables such as age; income; education and marital status.
- ✚ The overall opinion of selected female Internet users on selected criteria hacking problems has no association with the selected demographic variables such as age; income; education and marital status.
- ✚ The Overall Opinion of selected female Internet users on benefits of uses is independent of their selected demographic variables such as age; income; education and marital status.
- ✚ The Overall Opinion of selected female Internet users on safety and use of Internet is independent of their selected demographic variables such as age; income; education and marital status.
- ✚ The Overall Opinion of selected female Internet users on drawbacks of use of Internet is independent of their selected demographic variables such as age; income; education and marital status.
- ✚ There is no association between selected female Internet users' Information search behaviour use of Internet vis-a vis selected female Internet users' demographic variables such as age; income; education and marital status.
- ✚ There is no association between the overall opinion of selected female Internet users' responses relating to Information Technology (IT) vis-à-vis their Demographic variables such as age; income; education and marital status.

- ✚ The overall opinion of selected female Internet users' responses concerning Self-Perception on Internet is independent of their demographic variables such as age; income; education and marital status.
- ✚ The overall opinion of selected female Internet users' on Status- Consciousness vis-à-vis use of Internet is independent of their demographic variables such as age; income; education and marital status.
- ✚ The overall opinion of selected female Internet users' responses on Television Advertising is independent of their demographic variables such as age; income; education and marital status.
- ✚ The overall opinion of selected female Internet users on shopping Behaviour is independent of their demographic variables such as age; income; education and marital status.
- ✚ The overall opinion of selected female Internet users on shopping of food products is independent of their demographic variables such as age; income; education and marital status.
- ✚ There is no significant difference in the overall opinion of heavy & light Internet users, in their experience on Problems being faced by them while making use of Internet.
- ✚ There is no significant difference in the overall opinion of heavy & light Internet users on their experience concerning Website & Webpage related problems being faced by them while making use of Internet.
- ✚ There is no significant difference in the overall opinion of heavy & light Internet users experience on hacking of user account as faced by them while making use of Internet.
- ✚ There is no significant difference in the overall opinion of heavy & light Internet users, on Benefits of use of Internet as experienced by selected female Internet users.
- ✚ There is no significant difference in the overall opinion of selected heavy & light female Internet users, on safety and use of Internet.
- ✚ There are no significant differences in the overall opinion of selected heavy & light female Internet users, and drawbacks in use of Internet.
- ✚ There is no significant difference in the overall opinion of selected heavy & light female Internet users on Drawbacks of Internet. (both are same)
- ✚ There is no significant difference in overall opinion of selected heavy & light female Internet users on Information Technology.
- ✚ There is no significant difference in overall opinion of heavy & light female Internet users, on Self-Perception.
- ✚ There is no significant difference in the overall opinion of selected heavy & light female Internet users, on Status- Consciousness.

- ✚ There is no significant difference in the overall opinion of Heavy & Light Internet Users, on selected criteria used to measure responses on Television Advertising.
- ✚ There is no significant difference in the overall opinion of selected heavy & light female Internet users, on shopping Behaviour.
- ✚ There is no significant difference in the overall opinion of selected heavy & light female Internet users, on shopping of food products.

3.8: MODEL USED IN THE RESEARCH STUDY:

The review of literature undertaken by the researcher for offering justification of the formulated hypotheses derive and tested with the help of collected primary data using structured questionnaire that was largely based on model of Hung-Pin Shih (2004)⁷; Davis(1989)⁸, and others.

The Technological Acceptance Model [TAM] was offered by Davis [1989] based on the Belief–Attitude–Intention–Behaviour relationship for explaining and predicting user acceptance of an Information System (IS). The major contribution of TAM is to measure development & identification of two key beliefs that is perceived usefulness, and perceived ease of use. The perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance; where as perceived ease of use is the degree to which a person believes that using a particular system would be free of effort. According to its theoretical postulates, system usage is determined by individuals' behavioural intentions to use an IS. These are jointly determined by individuals' attitude towards use of IS and perceived usefulness.

Incorporating Choo's (1998)⁹ Information Behaviour Model (IBM) into TAM, based on the continuous process of use of information, he had assessed the use of Internet in three information contexts. First, in the context of information needs, he focused on assessment of individual cognitive judgments regarding relevant information to resolve problems. Second, technological factors including perceived usefulness and perceived ease of use, and third, individual factor attitudes toward the Internet were included for assessment of individuals' evaluations during the information seeking stage. In the information use stage, perceived performance was assessed, since it is more important for users than system usage in evaluating the outcomes of decision making or problem solving via Internet. In terms of utilization of Internet, TAM constructs were adopted to assess system use behaviour from the macro level perspective, and relevance was adopted to assess information use behaviour from the micro level perspective (Hung-Pin Shih, 2004)⁷.

Figure Number: 3.1: Technological Acceptance Model

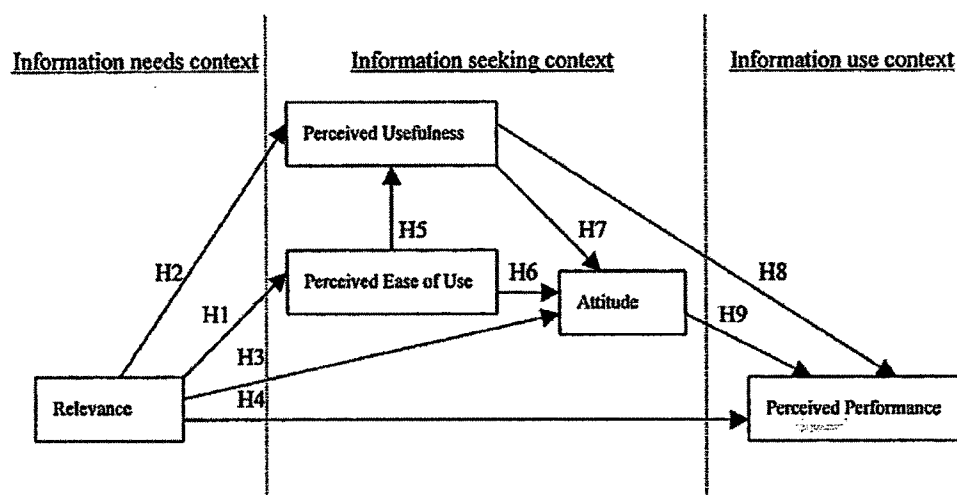


Fig. 1. The Research model.

Source: Hung-Pin Shih, 2004

3.9: RESEARCH METHODOLOGY:

The researcher has made an attempt to outline various methodological steps and conceptual aspects concerning to the research methodology which mainly included viz., rationale of the research study; basic terms of the research study; scope and coverage of the research study; research design, objectives, research questions, and hypotheses of the research study; model used in the research study; sources of secondary data; sampling decisions; drafting of the structured questionnaire; data analysis and interpretation of the research study; results, findings and implications of the research study; conclusions, recommendations, and suggestions of the research study as well as directions for future research and lastly, limitations of the research study have been put forward in concise form as follows.

3.9:1: Secondary Data/Information:

All of the information that has been obtained using secondary sources as well as primary data that were gathered using survey research method with the help of the structured questionnaire put to use by the researcher along with brief descriptions of sampling decisions have been outlined in brief as follows.

3.9:1:1: Sources of Secondary Data:

The researcher has attempted to gather, compile, & comprehend available information to undertake its critical review collected from various published sources of secondary data viz., newspapers; magazines and research journals; reports; websites, and search engines. The major newspapers referred were viz., The Times of India, The Economic Times, Business Standard, and The Financial Express.

The researcher has also referred different types of Magazines and Research Journals relating to chosen area of the research study. An illustrative list of magazines and journals included viz., Business Week; Business World; Distribution and Consumer Research; Journal of Consumer Affairs; E-Service Journal; Journal of Electronic Commerce Research; Cyber Psychology & Behaviour; Internet Research; International Journal of Qualitative Marketing Research; European Journal Review; Managing Service Quality; Journal of Fashion Marketing Management; Electronic Markets; Journal of Retailing and Consumer services; International Journal of Retail and Distribution Management; Transport reviews; International Journal of Consumer Studies; Information Technology; Journal of Database Marketing; Marketing Intelligence and Planning; Journal of Computer-Mediated Communication; Journal of Behaviour & Information Technology; Journal of the Academy of Marketing Science; Journal of Industrial Management and Data Systems; Internet Research; Journal of Social Science Quarterly; Journal of Advertising Research; Ergonomics; European Journal of Marketing; International Journal of Electronic Commerce; Journal of Consumer Psychology; Journal of Business and Psychology; Journal of Psychology and Marketing; Journal of Personality and Social Psychology; Information Technology and Management, International Journal of Management Science; American Journal of Sociology; and Journal of Computer Information Systems; The researcher had also used various websites and search engines available on Internet.

3.9:2: Collection of the Primary Data:

The Primary data was collected by the researcher from those female Internet users who were having active e-mail identification, using field survey research supported with self-administered structured non-disguised questionnaire in the year 2009. Out of the total numbers of 1,200 responses that were collected by the researchers, after editing, finally it was decided to include total number of 1,118 qualifying responses for the purpose of data analysis and interpretation as well as testing of hypothesis.

3.9:3: Sampling Decisions:

It mainly included following:

3.9.3:1: A Representative Sample of the Research Study:

The researcher had collected primary data from amongst the selected female Internet users who were residents of the four major cities of the State of Gujarat viz., Ahmedabad; Surat; Rajkot and Baroda. The population was defined as female Internet users. A female Internet user having an active e-mail identification address at the time of collection of the primary data was considered as a representative sampling unit in this research study. The research instrument used by the researcher was structured non-disguised questionnaire.

3.9.3:2: A Sampling Frame of the Research Study:

Keeping in mind the recently growing phenomenon of using Internet which is still dominated by the males that is nearly around 60percent compared to proportion of female Internet users which is nearly around 40 percent, it would be correct to state that the basic data on number of Internet users has been released by various associations that have been set-up for the cause of penetration of the IT based an online voluntary registration by the Internet Users. But, ready to use profile of female Internet users is not available except one can get some preliminary information on selected demographic aspects of Internet users such as gender, age, location, income and occupation. The researcher therefore had decided to draw representative sampling units in form of selected female Internet users mainly from the four major Cities of the Gujarat State and also from public places such as educational institutions such as schools, colleges & university as well as banks, offices, hospitals and also from dwelling units.

3.9.3:3: The Sample Size of the Research Study:

In order to decide the sample size, the researcher took support of an online survey called as “India online” that was conducted by the Juxt Consult Online Research & Advisory organization in the year 2007. The survey was undertaken on a projected database of total number of 4,547,035 female Internet users and out of the aforesaid base total number of 4,596 samples that is female Internet users were drawn. In the year 2008, figure of this projected base was 6,186, 786, and total number of 3,141 female Internet users were selected throughout India. The number & percentages of female Internet users who were drawn from the selected cities of the Gujarat State in both of the surveys of the year 2007 and 2008 are given below:

(www.juxtconsultant.com)².

Table Number 3.1: Sample size of the Juxt Consultant Online Surveys

Sr. No.	Selected Cities of the Gujarat State	Year	Sample Size of Female Internet Users (In Percent)	
			2007 (In Per cent)	2008 (In Per cent)
01	Ahmedabad		1.30	1.00
02	Baroda		0.70	0.50
03	Surat		0.30	0.50

Source: www.juxtconsultant.com

Table Number 3.2: Sample Size of the Juxt Consultant Online Survey, 2008 [Region- Wise]

Sr. No.	Regions of India	Sample Size of Female Internet Users (In Percent)	Female Internet Users (In Percentages)
01	North India	603	19.2
02	East India	560	17.8
03	South India	1177	37.5
04	West India	801	25.2

Source: Ibid

The Juxt consultants had drawn 19.20 percent samples from the North India; 17.80 percent from the East India; 37.50 percent from the South India; and 25.60 percent female Internet users were drawn from the West India. The sample size of urban female Internet users was 88.30 percent while rest was rural. A city wise comparison of female Internet users were drawn in the nationwide survey that is 'India Online 2008' revealed that the percentages of female Internet users who were drawn from the city of Mumbai was 11.60 percent, 8.10 percent for Delhi, 7.30percent for Chennai, and 2.30 percent female Internet users were drawn from the city of Kolkata.

As the researcher undertook the research study with a key focus of drawing selected female Internet users amongst the four major urban cities of the Gujarat state. The researcher had drawn 17.39 percent female Internet users were from the city of Surat and Rajkot each ,whereas the sample units drawn was were 21.7 percent for the city of Ahmedabad and Vadodara .city respectively. A bird eye-view of comparison of samples taken in India online survey, 2008 was of much smaller sample and justifies the sample size of 1118 female Internet users selected by the researcher in the State of Gujarat.

Table Number 3.3: Sample Size of the Juxt Consultant Online Survey, 2008

Sr. No.	Name of the City of the State of Gujarat	Sample size of India Online Survey, 2008 (In Percentages)	Sample Size of the Researcher's Study(In Percentages)
01	Surat	.50	21.7
02	Rajkot	.10	17.39
03	Ahmedabad	1.00	21.7
04	Vadodara	.50	21.7

Source: ibid

It implies that the researcher had drawn very large number of female Internet users to put forwards results and findings of this research study.

The researcher had finally decided to include 1118 responses for the purpose of data analysis and interpretation. Accordingly, from the cities of Baroda, Ahmedabad and Surat 250 samples were drawn where as this figure for the Rajkot city was 222. The researcher had also drawn 145 various other female Internet users from amongst various other cities of the State of Gujarat. Duly filled up and edited questionnaires were tabulated and analyzed with the help of SPSS 15.0.

The researcher has also offered justification for the selection of the total number of 1118 respondents as follows.

Justification for the Sample Size of the Research Study:

For large population, sample size can be computed as:

$$N = \frac{Z^2 \cdot p \cdot q}{d^2}$$

Z = Confidence level;

p = Proportion of Internet User = 0.5;

q = Margin of Error = 0.5

$$= \frac{(1.96)^2 (0.5) (0.5)}{(0.5)^2} = 384$$

It shows that for the purpose of research study sample size of 384 sample units would be sufficient, but to reduce the margin of sampling as well as standard error researcher had decided to draw total number of 1118 female Internet users that is helpful in reduction of the Margin of Error to 2.85 percent and confidence level too has also increased of more than 99 percent, implying accurate results.

3.11.3:4: A Sampling Design of the Research Study:

The Non-Probability Sampling Design was put to use supported with application of by the researcher.

3.11.3:5: The Sampling Methods of the Research Study:

The representative sampling units Quota-Cum-Convenience Sampling Methods for purposively drawing of the selected female Internet users who were residents from amongst the Selected four Cities of the State of Gujarat.

3.11.3:6: Sampling Media:

The researcher has used self-administered structured non-disguised questionnaire supported with personal interviews as sampling medias.

NOTE:

The researcher had collected primary data from amongst the selected female Internet users who were residents of the four major cities of the State of Gujarat viz., Ahmedabad; Surat; Rajkot and Baroda. The population was defined as female Internet users.

The figure called as 'Map of Gujarat', provides geographical location of the four major cities of the State of Gujarat viz., Ahmedabad; Surat; Rajkot and Baroda [Pleaser Refer List of Appendices].

3.10: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

An attempt has been made by the researcher to offer a brief outline of review of literature that was undertaken for the drafting of structured non disguised questionnaire, with regard to selected items used to measure overall opinion and experience of selected female Internet users drawn from the four major cities of the Gujarat State as follows.

The structured questionnaire was sub-divided in to four parts. The first Part dealt with collection of data & information on demographic variables such as age; marital status; educational qualifications and income to prepare profile of female Internet users. The second and third Part of the questionnaire covered questions on uses of Internet & Internet related activities of female Internet users.

The fourth Part of the structured questionnaire collected responses on overall opinion and experience of selected female Internet users as an online shopper. Besides, the researcher had collected data and information on AIOs (Activities, Interests and Opinions) of selected female Internet users for profiling of their lifestyles as Internet users. In order to measure the responses selected female Internet users were requested to respond on five points rating scales defined as 1=Strongly DisAgree to 5= Strongly Agree that was used to assess the level of Agreement or Disagreement of selected respondents in relation to various selected items.

The three point scale was also put to use to know the preferred mode of payment & overall experience of selected respondents as an online shopper and also on problems being faced by them. The five point scale was used to evaluate female Internet users overall opinion on Internet. While drafting the questionnaire, various dimensions, variables and sub-variables statements or questions, were selected from the earlier research studies that were suitably modified and or altered by the researcher.

The structured non-disguised questionnaire was sub-divided into various sections such as personal details of the respondents, their use of Internet and Internet related activities, problems that were faced by selected female Internet users as well as their overall opinion experienced on selected criteria. The last Question of the questionnaire consisted of the items that were designed to assess the lifestyles of female Internet users based on Activities, Interests, & Opinions approach. A five point Likert scale was applied defined as 1 = Strongly Disagree;2=Disagree;3=Can't say;4=Agree, and 5 = Strongly Agree in the Question number 41 and 42. A three point scale was put use defined as 1=Sometimes; 2=Always and 3=Never in Question Number38, 39 and 40.

The structured questionnaire consisted of total number of 42 Questions designed to collect information and primary data from the female Internet users.

The question number 01 to question number 07 was related to profiling of respondents concerning personal aspects of female Internet users. The question number 08 to question number 18 dealt with Media Habits and daily chores of selected female Internet users. The question number 19 to question number 22 included questions on annual income, investment preferences, and loan taken by selected female Internet users. The question number 23 to question number 29 collected information on uses of Internet; average time spent by respondents on Internet each time; uses; problems being faced by female Internet users; most preferred mode of payment in case of online shopping of products and services as well as Opinion, Activities & Interest of selected female Internet users from amongst the selected cities of the State of Gujarat. The question number 31 to 35 assessed the need and relevance whereas the question number 40 and 41 included the statements or items related to Overall Opinion and Experience of female Internet users concerning Internet. Some of the selected items assessed the opinion towards Self-Perception, Status-Consciousness, Shopping and Health Consciousness.

The Question Number 40 was drafted to study the overall opinion of respondents on selected problems as an Internet user. The question number 41 dealt with the Overall Opinion of Perception on Internet; and Benefits of use of Internet. The question number 42 assessed the lifestyles of female Internet users, wherein sixty eight items were put to use in the form of six set of factors. The factor number one was Self-Perceptions and Social Opinions which included items related to Self-Confident/Self-Actualizer; Socially/Institutionally Oriented; Isolated/Disconnected; Environmentally-Oriented; Risk-Avoider; Conservative/Security Consciousness.

The second factor was associated with Status-Consciousness which included items having reflections on Luxury; Self-Enhancement; Family and Self-Satisfaction. The third factor focused to study on how female Internet users spent their spare time as it was having items related to Socializing Activities; Entertainment: Music/Videos; Sports; Shopping/Watching TV; Reading and Home Activities viz., Cooking, Gardening and Housework. It also included items such as whether female Internet users liked or not Advertisements; Programs; and Program Loyalists that were kept under the fourth factor called as Attitudes towards TV Advertising. The fifth factor was called as Attitude /Opinion towards Food Shopping included items relating to Nutrition/Health Orientation; Economy Orientation; Family Orientation; Brand Loyalists. The sixth factor called as Attitudes towards Computers and Technology included items drafted related to Technology/Tech Opinion Leader; and Technology Advances Life/Education.

Note:

The structured Questionnaire put to use for the purpose of collection of the Primary Data has been enclosed at the end of this Chapter Number Three and also at the end of the Theses in Appendices.

The reliability of a scale as measured by coefficient alpha reflects the degree of cohesiveness among the scale items (Naresh K. Malhotra, 2007¹⁰; Jum C. Nunnally, 1981¹¹, and Puay Cheng Lim & Nelson K. H. Tang, 2000¹²).

In this research study, reliability tests were run and composite score was computed to determine how strongly AIOs of the selected female Internet users on selected criteria were related to each other. All dimensions of the questionnaire related with measuring overall opinion & experience were tested and the Cronbach's alpha ranged from 0.772 to 0.673 which really showed internal reliability of the scale. The summary of Cronbach's Alpha score for all 07 groups of criteria is given in the table given as below.

Table Number 3.4: Table Showing Summary of Indicators and Reliability Alpha Score

Sr. No.	Grouped Indicator Items	Cronbach Reliability Alpha Coefficient
01	Opinion Towards Internet	0.772
02	Opinion Towards Information Technology	0.833
03	Self Perception and Opinion on Social Issues	0.720
04	Status -Consciousness	0.779
05	Opinion Towards T V Advertising	0.579
06	Opinion Towards Shopping	0.763
07	Opinion Towards Food Shopping	0.673

Source: Fieldwork in form of results of the Pilot Study

The review of literature which was considered useful & relevant in the drafting of the Questionnaire has been summarized as follows.

Table Number 3.5: List of References of Selected Criteria Used in Drafting of Structured Questionnaire

Sr. No.	Selected Criteria	Name of Selected Authors	Number of Selected Criteria
01	Technological Acceptance Model for Predicting User Acceptance of an Information System	Hung-Pin Shih(2004) ⁶	24 Items of Q.No.41 & 08 Items of Q.No.42
02	Identifying Internet User Segments	Satu Vuori and Maria Holmlund-Rytko`nen(2005) ¹³	Q.No.32,33,34,&35
03	Demographic And Lifestyle Profile of Heavy Web Users	Henry Assael(2005) ¹⁴	68 Items of Q.No.42
04	Use Patterns, Search of Products and Services over the Internet	(Francisco J. Mart'nez-Lo'pez and others 2005) ¹⁵	Q.No.26,27,28,&29
05	Overall Status and Usage of Internet	Juxt Consult Online research & Advisory (2008) ¹⁶	Q.No.01 to 35

Source: Review of Literature

3.11: CHAPTERISATION OF THE RESEARCH STUDY:

The research study has been divided into six chapters.

3.11:1: Lifestyle Marketing:

The first chapter of the thesis has discussed on selected area of empirical research study called as “Lifestyle Marketing”. The researcher has made an attempt to explore the opportunities of studying lifestyle marketing in making & implementing the marketing strategies to be successful in today’s competitive environment. Lifestyle research has emerged from the recognition that important demographic distinctions simply do not exist in many product categories and even where if it does, one cannot intelligently decide how to attract any particular market segment unless one knows why the distinctions exist. In order to attract and motivate a particular group of consumers through communication campaigns, one must gain insight into their psychological profile. That is his or her lifestyle. Lifestyle has been defined as to encompass both characteristic patterns of overt behaviour and cognitive processes and properties, including such dimensions of personality as Values; Attitudes; Opinions, and Interests. Lifestyle has now become increasingly important to the marketers in today's complex and competitive market environment for development of appropriate marketing strategies to get close to customers. The changing demographics and socio-cultural factors and also increasing diversification of the markets for providing multiple products, has been reflected upon in the consumers’ choice. Today, majority of the products purchased, used and or consumed are reflective of consumers’ lifestyles. In fact, consumers try to purchase such products which portray' his or her lifestyles. In view of such changes in consumer behaviour, lifestyle analysis shall enable us to explore new dimensions of how consumers process information, learn and undergo changes in his or her attitudes and buying behaviour. These insights shall provide immense scope to marketers in designing of future marketing programs.

3.11:2: Review of Literature:

A well-structured review of literature is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous research on the topic (Cooper, H. 2010)¹⁶. In this research study, review of literature has been divided in to three parts as follows:

(I) General Review of Literature:

The major objective of this part was to offer a socio-economic profiles of India as well as the State of Gujarat on varying aspects as identified and covered by the researcher as (i) A Brief Profile of India & (ii) A Concise sketch of State of Gujarat.

(II) Relevant Review of Literature:

The major aim of this part was to offer a comprehensive review of Information Technology (IT) Industry of India, worldwide, and also for the State of Gujarat as (i) An Epigrammatic Analysis of Information Technology (IT) Industry of India & Worldwide & (ii) A Crisp Draft Information Technology (IT) Sector of the State of Gujarat.

(III) Specific review of Literature:

An attempt has been made by the research scholar to collect various kinds of information and data from the available books; research journals; business newspapers; and reports published by various State and the Central Government of India as well as other Agencies. The Research Scholar has gathered material available in e-libraries in the form of e-books; and e-journals which are accessed using websites and search engines. Review of existing information based on other researches undertaken by other researchers has been accepted in order to identify the gap considering research work carried out in past and the present research as well as it emphasizes the need of further research.

This part has focused to offer a brief sketch with its implications on those conceptual aspects which are related to Internet; Cybercafés; Internet Users' Behaviour.

3.11:3: Research Methodology:

The researcher has made an attempt to outline various methodological steps and conceptual aspects concerning to the research methodology which mainly included viz., rationale of the research study; basic terms of the research study; scope and coverage of the research study; research design, objectives, research questions, and hypotheses of the research study; model used in the research study; sources of secondary data; sampling decisions; drafting of the structured questionnaire; data analysis and interpretation of the research study; results, findings and implications of the research study; conclusions, recommendations, and suggestions of the research study as well as directions for future research and lastly, limitations of the research study

3.11:4: Data Analysis & Interpretation:

The fourth chapter of the thesis has offered results of the research study. It has covered the profile of the respondents which has revealed that maximum female Internet users were placed above age group of 36 years of age in Baroda, Surat, Rajkot and Other Cities of the State of Gujarat, while in Ahmedabad female Internet users were found as placed in 25 to 35 years of age. Overall ratio of 60:40 was found between married and unmarried female Internet users in all of the selected cities of the Gujarat. Majority of selected female Internet users were living in nuclear family. In case of Baroda, Post-Graduates were found more in number whereas in Ahmedabad, Surat, Rajkot & Other Cities of the State of Gujarat. Graduates female Internet users were found more in number.

In case of the city of Baroda & Ahmedabad female Internet users were found as having income of more than Rs. 3,00,000 Per Annum, while in Surat their annual income was found as below Rs. 1, 00,000 Per Annum. Female Internet users of Rajkot & other cities belonged to income group of 2 to 3 lakhs Per Annum.

Data analysis in this chapter has offered information also on selected female Internet users' daily activities, and their assets ownership; place of accessing Internet; span & duration of use of Internet; generic uses of Internet & other Internet-related activities. Simultaneously, it has revealed the portrait of lifestyles of female Internet users by analyzing the experience of problems being faced by selected female respondents in use of Internet, and their overall opinion & experience on selected criteria in use of Internet; Information Technology; self-perception; social opinion; status-consciousness; TV advertising ; shopping & food shopping.

3.11:5: Findings of the Research Study:

Chi-square test & ANOVA Test have been conducted for testing of formulated hypotheses, & findings of these tests in the form of acceptance or rejection of hypotheses are given in this chapter of the thesis.

The findings of the research study has revealed that overall experience of selected female Internet users on problems being faced in use of Internet as well as their overall opinion & experience on Internet & Information Technology were found as dependent on age & education while except some of the problems, others were found independent of income & marital status.

Use of Internet for shopping of products too was found as dependent on age, income & education while marital status had shown not any such influence on it. In case of certain selected criteria that focused to consider selected female Internet users' opinion on IT were found independent to age of the respondent. Self-Perception; Status-Consciousness; Social Opinion; Opinion towards Shopping & Especially Food Products Shopping were found as having significant association with demographic variables.

In case of use of Internet, female Internet users were being sub-divided in to two categories viz., heavy & Light Internet users. To test the association between demographic & lifestyle variable, and their heavy & light uses of Internet, hypotheses were formed & findings have shown that there was a significant association between use of Internet and other selected variables. .

3.12: CONCLUSIONS, RECOMMENDATIONS & SUGGESTIONS OF THE RESEARCH STUDY:

The researcher has offered conclusions of the study supported with implications in the last chapter of the thesis.

3.13: LIMITATIONS OF THE RESEARCH STUDY:

The major limitations that were identified by the researcher have been listed out as follows:

- The research study centered exclusively only on female Internet users in the selected cities of the State of Gujarat.
- Due to constraints of time, the research study could not be made broad based, and its scope was confined to only some of the major cities of the State of Gujarat.
- The limitation of threat of the quality, accuracy, preciseness & sources of secondary data used in this research study continue to prevail in this research study.
- The responses offered by the selected female respondent that is female Internet users were subject to personal biases and choices as the case may be.
- Although, due care was taken while offering results of this research study, it is based on responses of selected female Internet users which are presumed to be fairly meaningful, and considering conclusions drawn by us.
- The quantitative method was put to use for establishing relationships between variables, but it could be considered weak in identifying the reasons for those relationships as the case may be.
- The findings of the research study are suffering limitations of sampling design as followed by us.
- Errors due to misinterpretation or misunderstanding or Internet users' inattention might or might not have affected results of this research study systematically.

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16. Juxt Consult Online Research & Advisory(2008)

WEBLIOGRAPPHY:

1. www.ITAA.com
2. www.juxtconsult.com

NOTE:

The structured Questionnaire put to use for the purpose of collection of the Primary Data has been enclosed herewith at the end of this Chapter Number Three and also at the end of the Theses in Appendices.

WELCOME TO QUESTIONNAIRE

Note: Please Put a tick (✓) as the case may be:

(Q.1) Your Age-Group:

- Below 25 years ☐ 26-35 years ☐
 36- 45 years ☐ Over 46 years ☐

(Q.2) Your Status [Occupation]:

Housewife ☐ Student ☐ Self-employed ☐ Service ☐ Professional ☐ Any other ☐

(Q.3) Your Marital Status:

Unmarried ☐ Married ☐

(Q.4) Type of Your Family:

Nuclear ☐ Joint ☐

(Q.5) Your Educational Qualifications:

Less than HSC ☐ Graduation ☐ Post-graduation ☐ Doctorate ☐ Professional ☐

(Q.6) Your Daily Activities:

Read Magazines ☐ Read Newspapers ☐ Watch TV ☐ Listen Radio ☐ Go for walk ☐
 Physical exercises ☐ Meet friends ☐ Meet Relatives ☐ Meet Colleagues ☐

(Q.7) You own and/ or use following:

Home ☐ Car ☐ Color TV ☐ Fridge ☐ Washing Machine ☐ Microwave ☐ OTG ☐
 Air Conditioner ☐ Personal Computer ☐ Laptop ☐ Camera ☐ Music System/DVD/MP3 ☐ I- Pod
☐ Mobile Phone ☐ Landline Phone ☐ Cable TV/ DTH ☐

(Q.8) Newspapers that You read:

a) _____ b) _____ c) _____

(Q.9) Magazines that You read:

a) _____ b) _____ c) _____

(Q.10) Your Favourite TV Channels:

a) _____ b) _____ c) _____

(Q.11) Your Favourite Radio Channels:

a) _____ b) _____ c) _____

(Q.12) Your Favourite websites:

a) _____ b) _____

(Q.13) Your Favourite Search Engines:

a) _____ b) _____

(Q.14) Do You use Mobile Phone? (a) Yes ☐ (b) No ☐

If yes than Please state the Name of the Brand: _____

(Q.15) Vehicle that You can drive:

(a) Two-wheeler: ☐ (b) Four-wheeler: ☐ (c) Both: ☐ (d) Can Not Drive ☐

(Q.16) Are you a Member of an Online Community? Yes/No

If yes, than give the name of Community: a) _____ b) _____

(Q.17) Your Favourite Activities that You would like to do during weekends:

a) _____ b) _____

(Q.18) Other Activities that You like to do in free time:

(a) _____ (b) _____

(Q.19) I have acquired and invested in following.

Life insurance ☐ Mediclaim ☐ Shares of Companies ☐ Debentures of Companies ☐
Mutual Funds ☐ House Insurance ☐ Any other Please Specify ☐

(Q.20) Annual Income of our Family:

Approximate Up to Rs.90,000 ☐ Rs 90,001-1,35,000 ☐ Rs1,35,001 – 1,80,000 ☐
Rs 1, 80,001- 3, 00,000 ☐ More than Rs 3, 00,001 ☐

(Q.21) Do You use any of the following Cards?

ATM Card ☐ Debit Card ☐ Credit Card ☐ All ☐ None ☐

(Q.22) You have taken Consumer loan for the purchase of following:

Home ☐ Car ☐ Second hand Car ☐ Two -wheeler ☐ Fridge ☐ Washing Machine ☐
Air Conditioner ☐ Computer/Laptop ☐ Music System/DVD/MP3 ☐ Mobile Phone ☐

(Q.23) Your e-mail Id:

(a) _____ (b) _____

(Q.24) I use Internet:

Yes ☐ No ☐

(Q.25) My Service Provider for Internet Connection:

Regular Dial Up ☐ Broadband Dial Up ☐ 24 Hours Broadband ☐ Mobile Connection ☐
Wi Fi ☐ through Cable connection ☐ BSNL ☐ Reliance ☐ Tata ☐ Not known ☐
others (specify) _____

(Q.26) I make use of Internet from following:

Home ☐ College/University ☐ Cyber Café ☐ Workplace ☐ Place of Business ☐ Office ☐
Any Other (Please specify) _____

(Q.27) I have been Using Internet :

For the Last 6 months ☐ More than 6 months but Less than 1 year ☐
1 to 2 year ☐ 2 to 4 year ☐ More than 4 years ☐
Any Other (Please specify) _____

(Q.28) I Use Internet :

Everyday ☐ Each alternate day ☐ At least once in a week ☐ At least Twice a week ☐
Once in a fortnight ☐ Any other (Please specify) ☐ _____

(Q.29) Average Time that I spend each time I Use or Surf Internet:

Less than half an Hour ☐ More Than half an Hour ☐ 1 to 2 Hour ☐ More than 2 Hours ☐
Any other (Please specify) ☐ _____

(Q.30) I get information about Websites from following:

Advertisements in Newspapers ☐ Advertisements in Magazines ☐ Advertisements on TV ☐
Ads Banners on the Home Page of the Website ☐ Hyper Links on the Home Page of the Websites ☐
☐ Hyper Links through Search Engines ☐ Online Books ☐ Online Newspapers ☐ Online Magazines ☐
☐ Blogs ☐ Friends ☐ Family Members ☐ Colleagues ☐ Relatives ☐
Any other (Please specify) ☐ _____

(Q.31) I use Internet:

To Collect Information ☐ To buy/Shop Product ☐ To avail an online Service ☐
To receive and send e-Mails ☐ For Chatting ☐ Internet Telephony ☐

(Q.32) I use Internet to collect information on:

News ☐ Education ☐ Business ☐ Companies ☐ Government ☐ Economy ☐ Politics ☐
Weather ☐ Astrology ☐ Travel ☐ Fashion ☐ Sports ☐ Health ☐ Music ☐ Movies ☐ Videos ☐
☐ Gaming ☐ Job ☐ Product ☐ Real Estate ☐ Matrimonial Search ☐ Community ☐

(Q.33) I use Internet for downloading of :

Attachments ☐ Educational (Study) Material ☐ Software ☐ Screensavers ☐ Wallpapers ☐
Pictures ☐ Mobile Ring Tones ☐ Games ☐ Videos ☐ Music ☐ Movies ☐ Adult Content ☐

(Q.34) I use Internet for availing following Online Services:

Buy non-travel products ☐ Net banking ☐ Buy travel products/tickets ☐ Online bill payment ☐ Online
Movie tickets ☐ online stock trading ☐ Check news ☐ Read Magazines ☐ Read Newspaper ☐ E-greetings ☐
☐ Online Insurance services ☐

(Q.35) I use Internet for buying following Products:

Computer hardware ☐ Computer software ☐ Games ☐ CDs ☐ Music CDs ☐ Magazines ☐
News paper ☐ Books ☐ Home ☐ electronic appliances ☐ Clothing ☐ shoes ☐ Furniture ☐
Flowers ☐ Jewellery ☐ Gift items ☐ Sports/Fitness ☐

(Q.36) I use Internet to respond to an Online Advertisement or Promotional offer in a following way:

Clicked a sponsored search ad ☐ Clicked a product/service mailer ☐
Participated in an online contest ☐ Download Attachment ☐
Open a product/service e-mail ☐ Bid/Bought in an Online auction ☐
Bought in a special promotion/ deal ☐ Clicked a banner ad ☐
None of the above ☐ Any other _____

(Q.37) While shopping products online I like to give importance on following:

Company's Image ☐ Products' Variety ☐ Packages ☐ Brand ☐ Prices ☐ Products' features ☐

(Q.38) My most preferred mode of payment while shopping products\ services online :

Sr.No.	Modes of payment	Sometimes	Always	Never
a.	Credit card			
b.	Cash on delivery			
c.	Demand Draft			
d.	Cheque			
e.	Net banking			

(Q.39) Please rate your overall experience as an Online shopper in use of Internet in case of following:

Sr.No.	Statements	Sometimes	Always	Never
a.	To request the company to send further information on products			
b.	To request the company to send further information on services			
c.	To show my response in a company's sales promotion offer			
d.	To show my interest in a company's products			
e.	To show my interest in a company's services			
f.	To request sales people to provide real demonstration			
g.	To visit section of frequently Asked Questions (FAQs) on Websites			
h.	To bargain on prices of the products			
i.	To bargain on prices of the services			
j.	To place an online order of a given product			
k.	To place an online order of a given service			

(Q.40) Please rate your Overall Experience as an Internet User on following problems being faced by you While using Internet:

Sr.No.	Selected Problems	Sometimes	Always	Never
a.	problem of disconnection			
b.	Computer gets hang up frequently			
c.	problem of downloading			
d.	problem of virus			
e.	problem of expiry of websites			
f.	problem of expiry of webPages			
g.	problem of website out look			
h.	Information on websites are not updated			
i.	Ad banners on web pages causes disturbances to me			
j.	problem of speed in Internet			
k.	problem of hacking of user account			
l.	I do not get necessary guidelines & support while surfing on Internet			

(Q.41) Please rate your Overall Opinion on following statements considering your use of Internet:

[SA-Strongly; A-Agree; D-Disagree; SD-Strongly Disagree]

Sr. No.	Selected Statements	SA	A	Can Not Say/ Undecided/No Experience	D	SD
a.	Internet is the best way of Communication					
b.	Internet is ocean of knowledge					
c.	Internet increases my level of awareness					
d.	Internet is vital to my job					
e.	Internet is vital to my life					
f.	Internet helps me to achieve a balance between my life at work and home					

Sr. No.	Selected Statements	SA	A	UND/NE	D	SD
g.	Internet is simple to use					
h.	Internet is easy to use					
i.	Internet is economical to use					
j.	Internet is helpful in getting information					
k.	Internet saves time					
l.	Internet is reliable					
m.	Internet is available 24*7 & 365 days of a year					
n.	Work done on Internet is fully secured					
o.	Internet is essential to communicate with my family and friends					
p.	I trust the news I read on the Internet.					
q.	Internet reduces the distance barriers for us					
r.	Use of Internet is waste of time					
s.	Use of Internet is waste of money					
t.	Internet ruins an individual					
u.	Internet increases level of confidence					
v.	It is difficult to imagine life without the Internet					
w.	Internet helps me to decide products/brands that I want to buy					
x.	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase					

(Q.42) Please give your rating on following statements as the case may be: [SA-Strongly; A-Agree; D-Disagree; SD-Strongly Disagree]

Sr. No.	Selected Statements	SA	A	UND/NE	D	SD
01.	Information Technology is an essential part of my life					
02.	Information Technology brings fun to my life					
03.	I am dependent on Information Technology					
04.	Wireless technology has made my life easier					
05.	Information Technology makes life better					
06.	Information Technology changes so fast that it is hard to keep up with it					
07.	I can not imagine life without computers					
08.	Awareness of computer has become important for children also					
09.	I am happy with who I am					
10.	I try to improve myself					
11.	I can make a difference in protecting the environment					
12.	I am willing to spend more money on environmentally friendly products					
13.	I have confidence in the economy of India					
14.	It is becoming difficult to stay in touch with my friends and family					
15.	Many times I buy those things which I can not really afford					
16.	The future offers more and new possibilities					
17.	I am good at what I do					
18.	I believe price is the best indicator of quality					
19.	I prefer products made in my own country					
20.	I try to avoid surprises in life					
21.	I believe movies and TV present violence as an acceptable part of society					
22.	I believe that the media provide me with a fair report of current events					

Sr. No.	Selected Statements	SA	A	UND/NE	D	SD
23.	I rarely look back on the past; the present and future are more important					
24.	Mental growth is more important to me than material growth					
25.	Sometimes it is all right to judge people by their religion					
26.	I distrust companies that make a lot of noise about their caring social attitude					
27.	I feel confident in my ability to be successful					
28.	Having upscale, luxury items makes me feel better about myself					
29.	My lifestyle revolves around my child(ren)'s activities					
30.	I am a goal-oriented person					
31.	I am a self-centered person					
32.	I enjoy taking risks					
33.	I believe that I am influential in my community					
34.	I consider myself to be an innovator					
35.	Many times I try to do more than one thing at the same time					
36.	If I do not write something down, I forget that easily					
37.	I need to manage my time more efficiently					
38.	I am able to afford the things that are important to me					
39.	I am in excellent physical condition					
40.	I enjoy a good family life					
41.	I am in control of my life					
42.	I am satisfied with my life					
43.	I use to buy expensive clothing					
44.	I like going on expensive vacations					
45.	I like having expensive jewelry/watches					
46.	I like dining at "in" restaurants					
47.	I like shopping at prestigious stores					
48.	I like to be tidy and attractive					
49.	I like to watch TV advertising					
50.	I usually fast forward through the advertisements when watching a recorded show					
51.	I trust the news that I watch on TV					
52.	I rarely change channel when a commercial comes on during a TV show I am interested in					
53.	I prefer to get all my shopping done in one large supermarket					
54.	I often switch brands because of bargains/special offers					
55.	I like try/taste samples of products demonstrated					
56.	I will go out of my way to shop where I can save money					
57.	Supermarket private label offer same quality as known brands					
58.	I enjoy trying new products even if I'm not sure I'll like it					
59.	I always try to buy fat-free/low fat version of a product					
60.	Worth paying a little more for higher quality food products					
61.	Once I found a brand I like, I stick with it					
62.	I look for nutritionally fortified food products					
63.	I often use the nutritional labels on food to help me select.					
64.	I often buy items thought of as organic foods					
65.	I prefer to buy food items that help me manage my weight					
66.	I want to buy what my kids ask for					
67.	I look for food products my kids can fix themselves					
68.	I look for certain foods solely for health reasons					

THANK YOU