

CHAPTER-FIVE
FINDINGS OF THE
RESEARCH STUDY

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CHAPTER -FIVE

FINDINGS OF THE RESEARCH STUDY

5.1 FINDINGS OF THE RESEARCH STUDY:

The researcher has applied Chi-Square Test, And ANOVA Test to test various hypotheses formulated based on the primary data which were collected from the Selected Female Internet Users' of the Baroda, Ahmedabad, Surat, Rajkot & Various Other Cities in the State of Gujarat.

5.2 CHI SQUARE-TEST:

In order to apply the Chi- Square test the responses given by female Internet users, on five rating scales, and responses obtained from the selected female Internet users were combined into three Groups as Agreement ; Disagreement & Undecided.

The results of the testing hypothesis are put forward as follows.

Grouping of Various Selected Criteria:

Looking to the nature of problems as faced by selected female Internet users while using Internet, researcher has grouped their responses on problems as faced & reported by selected female Internet users into three groups; viz., Operational Problems, Website & Webpage Related Problems and Hacking Problem.

Hypothesis: 5.1:

The overall opinion of selected female Internet users' on operational problems as experienced by selected female Internet users in use of Internet has no association with their selected demographic variables such as Age; Income; Educational Qualifications and Marital Status.

Table Number 5.1: Selected Female Internet Users' Overall Experience on Operational Problems in use of Internet vis-à-vis; Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age Group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of disconnection	S[71.28]	S[62.01]	S[23.21]	S[34.75]	S[46.13]	S[228.54]
02	Computer gets hang up frequently	S[87.79]	S[77.11]	S[29.21]	S[55.45]	S[56.78]	S[296.79]
03	problem of downloading	S[92.76]	S[73.35]	S[32.65]	S[48.43]	S[59.18]	S[283.75]
04	problem of virus	S[34.63]	S[20.89]	S[15.13]	NS[11.39]	S[22.24]	S[89.11]
05	problem of speed in Internet	S[19.15]	NS[7.96]	NS[12.28]	S[18.95]	S[14.36]	S[56.38]

Table Number 5.2: Selected Female Internet Users' Overall Experience on Operational Problems in use of Internet vis-à-vis; Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income Group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of disconnection	NS[0.68]	NS[7.49]	NS[30.15]	NS[24.75]	S[19.87]	NS[89.29]
02	Computer gets hang up frequently	S[95.87]	S[23.81]	S[98.40]	S[48.84]	NS[51.73]	NS[269.69]
03	problem of downloading	NS[1.51]	NS[13.87]	NS[31.29]	NS[15.67]	NS[17.06]	NS[70.91]
04	problem of virus	S[74.67]	S[45.54]	S[73.60]	S[35.34]	S[43.19]	S[230.19]
05	problem of speed in Internet	NS[6.92]	NS[23.85]	S[77.74]	S[34.24]	S[45.81]	S[151.27]

Table Number 5.3: Selected Female Internet Users' Overall Experience on Operational Problems in use of Internet vis-à-vis; Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of disconnection	S[85.62]	S[110.90]	S[36.45]	S[66.94]	S[56.06]	S[333.6]
02	Computer gets hang up frequently	S[71.85]	S[99.50]	S[32.59]	S[58.84]	S[48.25]	S[289.6]
03	problem of downloading	S[86.43]	S[112.78]	S[33.83]	S[62.14]	S[53.90]	S[310.0]
04	problem of virus	S[38.90]	S[71.79]	S[25.62]	S[38.16]	S[23.21]	S[171.3]
05	problem of speed in Internet	S[26.39]	S[65.58]	NS[11.17]	S[30.96]	S[16.92]	S[115.4]

Table Number 5.4: Selected female Internet users' Overall Experience on Operational Problems in use of Internet vis-à-vis; Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of disconnection	S[77.76]	S[79.74]	S[9.66]	S[57.51]	S[47.55]	S[246.42]
02	Computer gets hang up frequently	S[65.80]	S[66.41]	S[10.42]	S[40.63]	S[41.30]	S[202.95]
03	problem of downloading	S[49.66]	S[56.35]	NS[3.93]	S[41.46]	S[29.09]	S[157.87]
04	problem of virus	NS[3.69]	S[10.59]	NS[1.32]	NS[2.77]	NS[3.15]	NS[12.24]
05	problem of speed in Internet	NS[5.92]	S[7.70]	S[6.59]	S[9.19]	NS[2.87]	S[21.60]

- In the city of Ahmedabad & Surat ,there was no significant association found between Age vis-à-vis., 'problem of speed in Internet' and in the city of Rajkot there was no significant association found between Age vis-à-vis 'problem of virus'.
- In the city of Surat, there was no association found between Income & 'problem of disconnection. In Surat 'problem of speed in Internet' was found independent of Educational Qualifications of female Internet users.
- 'Problem of virus' was found independent of Marital Status in every city ,except Ahmedabad and 'problem of speed in Internet' were not found dependent to Marital Status in Baroda & various other cities. In case of Surat 'problem of downloading' was also found independent on Marital Status.

- Problems of disconnection; downloading & in some cases speed were found independent of income in every city.

Hypothesis: 5.2

The selected female Internet users' overall experience on Website & Web pages related problems in use of Internet vis-à-vis., selected demographic variables such as Age; Income; Educational Qualifications and Marital Status of selected respondents is independent.

Table Number 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

S.No.	Selected Criteria Demographic Variable: Age group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of expiry of websites	S[100.23]	S[91.58]	S[28.56]	S[55.65]	S[60.96]	S[321.47]
02	problem of expiry of web Pages	S[89.74]	S[78.50]	S[25.47]	S[56.00]	S[55.33]	S[293.31]
03	problem of website out look	S[83.87]	S[83.37]	S[28.76]	S[50.07]	S[55.25]	S[288.44]
04	Information on websites are not updated	S[43.38]	S[28.22]	S[16.36]	S[26.95]	S[29.79]	S[125.06]
05	Ad banners on web pages causes disturbances to me	S[51.15]	S[36.72]	S[16.27]	S[13.97]	S[34.61]	S[130.52]
06	I do not get necessary guidelines & support while surfing on Internet	S[88.07]	S[75.91]	S[26.40]	S[51.26]	S[46.03]	S[274.22]

Table Number 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

S.No.	Selected Criteria Demographic Variable: Income Group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Problem of expiry of websites	NS[11.22]	NS[10.12]	NS[9.30]	NS[8.82]	S[85.27]	NS[5.69]
02	Problem of expiry of web Pages	S[12.28]	S[33.21]	NS[7.05]	S[22.18]	NS[6.43]	NS[8.72]
03	Problem of website out look	NS[12.53]	NS[10.47]	NS[8.05]	S[82.40]	S[83.92]	NS[9.02]
04	Information on websites are not updated	NS[7.75]	NS[12.38]	NS[3.45]	NS[3.06]	NS[45.06]	NS[12.05]
05	Ad banners on web pages causes disturbances to me	NS[8.37]	S[130.29]	S[49.97]	S[76.36]	S[73.76]	NS[3.10]
06	I do not get necessary guidelines & support while surfing on Internet	NS[5.43]	NS[6.44]	NS[11.68]	S[18.36]	NS[14.94]	NS[6.70]

Table Number 5.7: Selected Female Internet Users' Overall Experience on Website & Webpage Related Problems in use of Internet vis-à-vis; Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of expiry of websites	S[65.03]	S[65.15]	NS[13.86]	S[39.95]	S[43.62]	S[208.5]
02	problem of expiry of web Pages	S[63.34]	S[63.59]	S[12.88]	S[41.82]	S[43.21]	S[206.6]
03	problem of website out look	S[80.30]	S[75.61]	S[18.37]	S[47.94]	S[49.38]	S[251.0]
04	Information on websites are not updated	S[33.48]	S[58.29]	NS[14.30]	S[28.31]	S[23.20]	S[131.1]
05	Ad banners on web pages causes disturbances to me	S[33.76]	S[48.28]	NS[8.29]	S[26.60]	S[22.02]	S[109.5]
06	I do not get necessary guidelines & support while surfing on Internet	S[33.83]	S[40.36]	NS[10.45]	S[23.67]	S[23.40]	S[117.4]

Table Number 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

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of expiry of websites	NS[5.18]	NS[3.63]	NS[5.42]	NS[4.70]	S[32.32]	NS[1.81]
02	problem of expiry of web Pages	NS[4.88]	NS[7.29]	NS[5.49]	S[42.39]	S[27.55]	NS[5.39]
03	problem of website out look	S[48.46]	S[34.61]	S[12.89]	NS[3.34]	S[29.08]	S[153.14]
04	Information on websites are not updated	S[8.48]	NS[2.10]	NS[1.14]	NS[1.06]	S[6.47]	NS[29.00]
05	Ad banners on web pages causes disturbances to me	S[10.21]	S[9.71]	NS[2.26]	NS[5.89]	NS[4.09]	NS[28.66]
06	I do not get necessary guidelines & support while surfing on Internet	NS[7.13]	NS[4.58]	NS[3.74]	NS[6.67]	NS[7.57]	NS[6.98]

- There was significant association found between Income vis-à-vis 'Problem of expiry of web pages' in Baroda, Ahmedabad & Rajkot.
- In the city of Ahmedabad, Surat, Rajkot & other cities, there was significant association found between Income vis-à-vis 'Ad banners on web pages causes disturbances to me'.
- In the city of Rajkot 'problem of expiry of websites' & 'information on websites are not updated' were found independent to income.
- In case of Other cities in the state of Gujarat, there was no significant association found between Income vis-à-vis Website related Problems, except, 'problem of expiry of websites', problem of websites out look', 'Ad banners on web pages causes disturbances to me'.
- In case of Overall cities in the state of Gujarat, there was no significant association found between Income vis-à-vis Website related Problems, except, 'problem of Virus'.

- There was no significant association found between Educational Qualifications and 'information on internet are not updated', 'ad banners on web pages causes disturbances to me', 'I do not get necessary guidelines & support while surfing on Internet', & 'problem of expiry of websites' in the city of Surat.
- 'Problem of expiry of websites' was found independent to Marital Status in every city, 'problem of expiry of web pages' was also found not associated with Marital Status in the city of Baroda & Ahmedabad.
- In case of Surat there was no significant association found between Marital Status vis-à-vis Website related Problems, except, 'problem of expiry of websites'. In the city of Rajkot, there was no significant association found between Marital Status vis-à-vis Website related Problems, except, 'problem of expiry of web pages'. 'I do not get necessary guidelines & support while surfing on Internet' was found not associated with Marital Status everywhere. Overall there was no significant association found between Marital Status vis-à-vis Website related Problems, except, 'problem of website outlook'.

Hypothesis: 5.3

The selected female Internet users' overall experience on hacking problems in use of Internet vis-à-vis., selected demographic variables such as Age; Income; Educational Qualifications and Marital Status of selected respondents is independent.

Table Number 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

S.No.	Selected Criteria	Demographic Variable: Age Group	Result of χ^2 test at 5 Percent level of Significance					
			Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of hacking of user account		NS[9.45]	NS[6.61]	NS[4.81]	NS[9.91]	NS[10.37]	NS[9.04]

Table Number 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

S.No.	Selected Criteria	Demographic Variable: Income Group	Result of χ^2 test at 5 Percent level of Significance					
			Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of hacking of user account		NS[4.32]	NS[8.71]	NS[8.71]	S[15.64]	NS[9.12]	NS(8.24)

Table Number 5.11: Selected Female Internet Users' Overall Experience on Problem of Hacking of User Account in use of Internet vis-à-vis; Educational Qualifications of Selected Respondents

S.No.	Selected Criteria	Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
			Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of hacking of user account		NS[5.89]	NS[6.78]	NS[5.57]	S[39.15]	NS[3.37]	NS[8.7]

Table Number 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

S.No.	Selected Criteria	Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
			Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	problem of hacking of user account		NS[2.99]	NS[3.34]	NS[2.26]	NS[3.65]	NS[4.47]	NS[3.09]

- There was no significant association found between 'Age' vis-à-vis Hacking problems faced by Female Internet Users in selected cities of Gujarat.
- There was no significant association found between Income vis-à-vis Hacking problems faced by Female Internet Users in selected cities of Gujarat except in the city of Rajkot.
- Hacking problems faced by Female Internet Users was found independent to Educational Qualifications except in Rajkot.
- Hacking problems faced by Female Internet Users was found independent of Marital Status in selected cities of Gujarat.

Hypothesis: 5.4

There is no association between overall opinion of selected female Internet users, on "Internet & Internet related activities" vis-à-vis., demographic variables such as Age; Income; Educational Qualifications and Marital Status of selected respondents.

Table Number 5.13: Selected Female Internet Users' Overall Opinion on Internet & Internet Related Activities towards Internet Vis-a vis., Age Group of Selected Respondents

S.No..	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Age group	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet is ocean of knowledge	S[58.26]	S[50.90]	S[15.56]	S[57.29]	S[37.77]	S[49.51]
02	Internet increases my level of awareness	S[13.46]	S[14.36]	NS[5.35]	S[16.40]	NS[7.75]	S[23.60]
03	Internet is vital to my job	S[110.29]	S[86.87]	S[44.73]	S[40.14]	S[69.1]	S[173.90]
04	Internet is vital to my life	S[139.42]	S[115.67]	S[50.28]	S[64.89]	S[85.40]	S[210.31]
05	Internet helps me to achieve a balance between my life at work and home	S[21.74]	S[17.29]	S[40.2]	S[58.62]	S[15.19]	S[24.89]
06	Internet is helpful in getting information	S[62.02]	S[56.98]	S[20.47]	S[39.45]	S[35.80]	S[156.61]
07	Internet increases level of confidence	S[104.31]	S[88.70]	S[27.52]	S[32.16]	S[62.92]	S[204.62]
08	It is difficult to imagine life without the Internet	S[40.82]	S[27.33]	S[21.58]	S[39.62]	S[29.28]	S[64.50]
09	Internet is the best way of Communication	S[62.46]	S[14.17]	S[15.82]	S[20.91]	S[10.20]	S[35.43]
10	Internet is essential to communicate with my family and friends	S[188.47]	S[159.59]	S[56.35]	S[83.51]	S[108.55]	S[291.19]
11	I trust the news I read on the Internet.	S[20.85]	S[22.56]	S[85.00]	S[22.17]	S[13.03]	S[30.40]
12	Internet reduces the distance barriers for us	NS[6.42]	NS[3.46]	NS[2.62]	NS[2.28]	NS[5.55]	NS[8.93]

Table Number 5.14: Selected Female Internet Users' Overall Opinion on Internet & Internet Related Activities towards Internet Vis-a vis. Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet is ocean of knowledge	NS[2.99]	NS[3.34]	NS[2.26]	NS[3.65]	NS[4.47]	NS[3.09]
02	Internet increases my level of awareness	NS[12.08]	NS[6.78]	NS[5.57]	NS[4.04]	NS[3.77]	NS[11.80]
03	Internet is vital to my job	NS[2.09]	NS[10.47]	NS[7.95]	NS[3.37]	NS[11.59]	NS[6.56]
04	Internet is vital to my life	NS[9.33]	NS[8.31]	NS[11.42]	NS[7.59]	NS[6.57]	NS[7.86]
05	Internet helps me to achieve a balance between my life at work and home	NS[8.34]	NS[7.17]	NS[2.85]	NS[3.34]	NS[8.09]	NS[11.32]
06	Internet is helpful in getting information	NS[12.22]	NS[11.91]	NS[3.33]	NS[8.76]	NS[11.19]	NS[4.77]
07	Internet increases level of confidence	NS[6.11]	NS[6.79]	NS[6.32]	NS[7.23]	NS[6.40]	NS[9.77]
08	It is difficult to imagine life without the Internet	S[94.98]	S[93.73]	S[43.84]	S[50.42]	S[60.26]	S[1.87]
09	Internet is the best way of Communication	NS[9.45]	NS[6.61]	NS[4.81]	NS[9.91]	NS[10.37]	NS[9.04]
10	Internet is essential to communicate with my family and friends	NS[4.55]	NS[3.68]	NS[0.73]	NS[9.50]	NS[7.54]	NS[6.57]
11	I trust the news I read on the Internet.	NS[5.40]	NS[2.90]	S[21.77]	S[20.48]	S[31.32]	S[70.47]
12	Internet reduces the distance barriers for us	NS[2.67]	NS[1.75]	NS[4.84]	S[75.22]	NS[1.59]	S[34.66]

Table Number 5.15: Selected Female Internet Users' Overall Opinion on Internet & Internet Related Activities towards Internet Vis-a vis. Educational Qualifications of Selected Respondents

S.No	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet is ocean of knowledge	S[23.52]	S[34.63]	NS[8.57]	S[29.93]	S[16.78]	S[22.6]
02	Internet increases my level of awareness	S[52.40]	S[57.25]	S[23.00]	S[45.39]	S[30.34]	S[75.9]
03	Internet is vital to my job	S[49.29]	S[84.34]	NS[15.19]	S[35.06]	S[31.22]	S[100.7]
04	Internet is vital to my life	S[28.61]	S[51.25]	NS[10.90]	S[22.10]	S[19.88]	S[75.7]
05	Internet helps me to achieve a balance between my life at work and home	S[85.23]	S[103.45]	S[39.76]	S[65.46]	S[50.78]	S[105.5]
06	Internet is helpful in getting information	S[24.10]	S[35.25]	NS[13.19]	S[16.97]	S[16.72]	S[51.6]
07	Internet increases level of confidence	S[35.83]	S[54.23]	NS[14.15]	S[45.65]	S[23.76]	S[93.8]
08	It is difficult to imagine life without the Internet	S[33.03]	S[67.37]	S[17.87]	S[29.17]	S[20.47]	S[107.7]
09	Internet is the best way of Communication	S[24.02]	S[42.08]	S[16.08]	S[27.03]	S[8.08]	S[78.2]
10	Internet is essential to communicate with my family and friends	S[71.05]	S[86.05]	S[19.24]	S[34.19]	S[48.86]	S[117.3]
11	I trust the news I read on the Internet.	S[18.91]	S[37.06]	S[22.07]	S[27.71]	S[21.22]	S[55.6]
12	Internet reduces the distance barriers for us	NS[5.30]	S[15.37]	NS[2.67]	S[37.88]	NS[3.31]	S[24.5]

Table Number 5.16: Selected Female Internet Users' Overall Opinion on Internet & Internet Related Activities towards Internet Vis-a vis., Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet is ocean of knowledge	NS[17.95]	NS[15.82]	NS[5.96]	NS[49.8]	NS[12.0]	NS[2.75]
02	Internet increases my level of awareness	NS[10.58]	NS[10.91]	NS[1.16]	NS[5.11]	NS[5.29]	NS[2.40]
03	Internet is vital to my job	S[44.97]	S[22.99]	S[31.18]	S[41.99]	S[24.95]	S[61.69]
04	Internet is vital to my life	S[61.44]	S[43.58]	S[20.09]	S[43.11]	S[34.61]	S[53.93]
05	Internet helps me to achieve a balance between my life at work and home	NS[5.21]	NS[3.40]	S[10.12]	NS[3.47]	NS[3.36]	NS[.51]
06	Internet is helpful in getting information	NS[4.35]	NS[4.36]	NS[7.58]	NS[3.74]	NS[23.4]	NS[5.74]
07	Internet increases level of confidence	NS[3.34]	NS[2.92]	S[7.95]	S[20.90]	S[17.75]	S[103.1]
08	It is difficult to imagine life without the Internet	NS[4.62]	S[6.78]	S[6.28]	NS[3.95]	NS[2.87]	NS[2.07]
09	Internet is the best way of Communication	NS[25.39]	NS[4.28]	NS[6.54]	NS[16.97]	NS[.18]	NS[12.84]
10	Internet is essential to communicate with my family and friends	NS[68.12]	NS[43.21]	NS[22.8]	NS[67.93]	NS[38.75]	NS[65.00]
11	I trust the news I read on the Internet.	S[26.47]	S[24.19]	S[10.08]	S[11.74]	S[14.95]	S[40.08]
12	Internet reduces the distance barriers for us	NS[.47]	NS[1.85]	NS[.07]	S[20.54]	NS[.19]	NS[16.06]

- 'Internet reduces the distance barriers for us' was found independent to age everywhere & 'Internet increases my level of awareness' was found independent to age of the respondent in the city of Surat & various other cities.
- There was no significant association found between Income vis-à-vis opinion towards Internet & Internet related activities of female Internet Users in all, except 'It is difficult to imagine life without the Internet'. 'I trust the news I read on the Internet' was also found dependent on Income in the city of Surat, Rajkot and others. 'Internet reduces the distance barriers for us' was found associated with income in the city of Rajkot.
- Educational Qualifications was not found associated with opinion towards Internet in the city of Surat particularly in 'Internet is ocean of knowledge'; 'Internet is vital to my job'; 'Internet is vital to my life'; 'Internet is helpful in getting information' & 'Internet increases level of confidence'. 'Internet reduces the distance barriers for us' was not found associated with Educational Qualifications in the city of Baroda, Surat & various other cities.
- There was a significant association found between Marital Status vis-à-vis 'Internet is vital to my job', 'Internet is vital to my life' & 'I trust the news that I read on Internet'.
- There were mixed results found between Marital Status vis-à-vis 'Internet reduces the distance on the Internet' & 'It is difficult to imagine life without the Internet', 'Internet increases level of awareness' & 'Internet helps me to achieve a balance between my life at work and home'.

Hypothesis: 5.5

The Overall Opinion of selected female Internet users', on "use & benefits of Internets" vis-à-vis., Age; Income; education and Marital Status of selected respondents is independent.

Table Number: 5.17: Selected Female Internet Users' Overall Opinion on "use & benefits of Internets" Vis-a vis. Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet saves time	S[36.82]	S[32.22]	S[32.32]	S[15.87]	S[21.54]	S[72.28]
02	Internet is reliable	S[12.33]	NS[10.00]	NS[4.44]	S[40.59]	NS[11.29]	S[52.59]
03	Internet is available 24*7 & 365 days	NS[7.26]	NS[5.25]	NS[7.71]	NS[8.55]	NS[6.16]	NS[4.22]
04	Work done on Internet is fully secured	S[94.91]	S[75.68]	S[41.59]	S[47.07]	S[61.86]	S[162.72]
05	Internet is simple to use	S[75.27]	S[68.67]	S[24.06]	S[57.31]	S[44.54]	S[90.88]
06	Internet is easy to use	S[71.37]	S[66.66]	S[22.72]	S[41.11]	S[42.18]	S[189.31]
07	Internet is economical to use	S[28.54]	S[25.26]	S[27.63]	S[64.52]	S[18.16]	S[39.33]

Table Number 5.18: Selected Female Internet Users' Overall Opinion on "use & benefits of Internets" Vis-a vis., Income Group of Selected Respondents

Sr. No.	Selected Criteria Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet saves time	NS[6.69]	NS[7.62]	NS[10.93]	NS[5.65]	NS[7.14]	NS[10.56]
02	Internet is reliable	NS[10.36]	NS[7.27]	NS[2.22]	NS[5.23]	NS[8.29]	NS[10.52]
03	Internet is available 24*7 & 365 days	NS[5.45]	NS[5.02]	NS[3.98]	NS[7.49]	NS[2.43]	NS[8.53]
04	Work done on Internet is fully secured	NS[8.35]	NS[8.14]	NS9.18]	NS[2.81]	NS[2.13]	NS[9.47]
05	Internet is simple to use	NS[17.99]	NS[12.77]	NS[4.77]	NS[5.03]	NS[11.12]	NS[6.02]
06	Internet is easy to use	NS[5.31]	NS[9.36]	NS[9.19]	NS[5.71]	NS[3.27]	NS[1.09]
07	Internet is economical to use	S[76.35]	S[77.42]	S[20.36]	S[56.54]	S[40.90]	S[73.63]

Table Number 5.19: Selected Female Internet Users' Overall Opinion on "use & benefits of Internets" Vis-a vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Education	Result of χ^2 test at 5 Percent level of Significance					
		Vadodara	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet saves time	S[25.06]	S[37.22]	NS[9.02]	S[32.47]	NS[12.31]	S[42.5]
02	Internet is reliable	S[14.28]	S[29.34]	NS[2.36]	S[51.77]	NS[9.28]	S[44.1]
03	Internet is available 24*7 & 365 days	S[14.27]	S[29.02]	S[17.35]	S[27.06]	S[9.37]	S[62.5]
04	Work done on Internet is fully secured	S[41.24]	S[77.97]	S[23.52]	S[21.16]	S[28.53]	S[117.2]
05	Internet is simple to use	S[53.85]	S[70.06]	S[23.89]	S[42.22]	S[32.86]	S[55.5]
06	Internet is easy to use	S[34.18]	S[46.68]	S[33.35]	S[36.77]	S[22.79]	S[93.5]
07	Internet is economical to use	S[9.74]	S[14.19]	NS[2.77]	S[22.10]	NS[4.52]	S[24.8]

Table Number 5.20: Selected Female Internet Users' Overall Opinion on "use & benefits of Internets" Vis-a vis. Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet saves time	NS[9.40]	NS[7.85]	NS[1.84]	NS[7.22]	NS[5.00]	NS[13.58]
02	Internet is reliable	NS[6.20]	NS[4.79]	NS[3.15]	NS[9.42]	NS[12.00]	NS[5.75]
03	Internet is available 24*7 & 365 days	NS[2.10]	NS[.06]	NS[5.27]	NS[5.15]	NS[5.29]	NS[1.59]
04	Work done on Internet is fully secured	S[34.95]	S[11.85]	S[25.33]	S[36.07]	S[15.99]	S[37.07]
05	Internet is simple to use	NS[6.93]	NS[2.58]	NS[4.27]	NS[4.79]	NS[6.37]	NS[5.90]
06	Internet is easy to use	S[63.45]	S[59.42]	S[11.42]	S[23.21]	S[35.50]	S[150.40]
07	Internet is economical to use	NS[6.40]	NS[3.40]	NS[1.81]	NS[4.32]	NS[2.95]	NS[2.73]

- There was no significant association found between Age vis-à-vis 'Internet is available 24*7 & 365 days'. 'Internet is reliable' has got mixed results regarding association with age, Ahmedabad, Surat & in various other cities it was found independent to age.
- There was significant association found between Income vis-à-vis 'Internet is economical to use' in selected cities of Gujarat.
- There was no significant association found between Education vis-à-vis 'Internet saves time', 'Internet is reliable' & 'Internet is economical to use' in the city of Surat & various other cities.
- There was a significant association found between Marital Status vis-à-vis 'Work done on Internet is fully secured', 'Internet is easy to use' in the selected cities of Gujarat.

Hypothesis: 5.6

The Overall Opinion of selected female Internet users', on "drawbacks of Internet" vis-à-vis., demographic variables such as Age; Income; Educational Qualifications and Marital Status of selected respondents is independent.

Table Number 5.21: Selected Female Internet Users' Overall Opinion on Drawbacks of Internet Vis-a vis. Age of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Use of Internet is waste of time	S[56.21]	S[54.58]	S[44.24]	S[15.34]	S[34.64]	S[26.98]
02	Use of Internet is waste of money	S[25.67]	S[26.49]	S[26.02]	S[12.56]	S[13.28]	S[17.90]
03	Internet ruins an individual	S[38.30]	S[28.50]	S[18.90]	S[18.77]	S[21.90]	S[94.43]

Table Number 5.22: Selected Female Internet Users' Overall Opinion on Drawbacks of Internet Vis-a vis., Income of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Use of Internet is waste of time	NS[8.59]	NS[9.90]	NS[10.27]	NS[5.96]*	NS[0.91]	NS[9.98]
02	Use of Internet is waste of money	NS[8.51]	NS[1.20]	NS[8.61]	NS[8.68]*	NS[3.35]	NS[2.0]
03	Internet ruins an individual	NS[7.55]	NS[6.19]	NS[6.26]	NS[2.21]	NS[3.52]	NS[7.12]

Table Number 5.23: Selected Female Internet Users' Overall Opinion on Drawbacks of Internet Vis-a vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Use of Internet is waste of time	S[25.05]	S[34.97]	NS[4.81]	NS[1.04]	S[17.11]	S[85.5]
02	Use of Internet is waste of money	S[32.92]	S[41.59]	NS[0.49]	NS[1.80]	S[20.52]	S[84.9]
03	Internet ruins an individual	S[155.94]	S[171.09]	S[52.41]	S[170.10]	S[96.46]	S[84.4]

Table Number 5.24: Selected Female Internet Users' Overall Opinion on Drawbacks of Internet Vis-a vis. Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Use of Internet is waste of time	S[22.92]	NS[5.86]	NS[2.14]	NS[.45]	NS[7.96]	NS[4.98]
02	Use of Internet is waste of money	NS[9.66]	NS[8.89]	NS[2.38]	NS[5.32]	NS[5.88]	NS[3.20]
03	Internet ruins an individual	NS[5.48]	NS[1.65]	NS[8.89]	NS[6.73]	NS[8.71]	NS[3.46]

- There was a significant association found between Age vis-à-vis Overall Opinion on Drawbacks of Internet by female Internet Users.
- There was no significant association found between Income vis-à-vis Overall Opinion on Drawbacks of Internet by female Internet Users.
- In the city of Surat & Rajkot, responses on 'Use of Internet is waste of time' & 'Use of Internet is waste of money' were found independent of Educational Qualifications.
- There was a significant association found between Marital Status vis-à-vis 'Use of Internet is waste of time' in the city of Baroda.

Hypothesis: 5.7

There is no association between overall opinion of the selected female Internet users' on "online shopping of products & services" vis-à-vis Demographic variables such as Age; Income; education and Marital Status of selected respondents.

Table Number 5.25: Selected Female Internet Users' Overall Opinion on Online Shopping of Products & Services vis-a-vis. Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet helps me to decide products/brands that I want to buy	S[133.8]	S[113.8]	S[49.51]	S[32.15]	S[84.70]	S[242.24]
02	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	S[45.42]	S[35.99]	S[80.95]	S[38.79]	S[28.68]	S[91.13]

Table Number 5.26: Selected Female Internet Users' Overall Opinion on Online Shopping of Products & Services vis-a-vis., Income Group of Selected Respondents

S.No.	Selected Criteria	Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance				
			Baroda	Ahmedabad	Surat	Rajkot	Others
01	Internet helps me to decide products/brands that I want to buy		S[103.17]	S[101.67]	S[46.46]	S[57.47]	S[60.20]
02	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase		S[82.82]	S[81.95]	S[31.15]	S[73.49]	S[51.67]

Table Number 5.27: Selected Female Internet Users' Overall Opinion on Online Shopping of Products & Services vis-a-vis. Educational Qualifications of Selected Respondents

S.NO.	Selected Criteria	Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance				
			Baroda	Ahmedabad	Surat	Rajkot	Others
01	Internet helps me to decide products/brands that I want to buy		S[130.58]	S[161.99]	S[48.50]	S[51.93]	S[80.27]
02	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase		S[75.74]	S[90.86]	S[26.95]	S[31.80]	S[48.07]

Table Number 5.28: Selected Female Internet Users' Overall Opinion on Online Shopping of Products & Services vis-a-vis., Marital Status of Selected Respondents

S.No.	Selected Criteria	Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance				
			Baroda	Ahmedabad	Surat	Rajkot	Others
01	Internet helps me to decide products/brands that I want to buy		NS[6.26]	NS[7.57]	NS[6.44]	NS[7.02]	NS[2.72]
02	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase		NS[8.36]	NS[7.60]	NS[4.15]	NS[3.17]	NS[6.85]

- There was a significant association found between Age, Income, & Educational Qualifications, while online shopping was found independent to Marital Status.

Hypothesis: 5.8

There is no association between the overall Opinion of selected female Internet users', on selected Information Technology vis-à-vis., Demographic variables such as Age group; Income; education and Marital Status of the selected respondents.

**Table Number 5.29: Selected Female Internet Users' Overall Opinion on Information Technology vis-a-vis.,
Age Groups of Selected Respondents**

S.No.	Selected Criteria Demographic Variable: Age	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Information Technology is an essential part of my life	S[118.26]	S[89.90]	S[49.65]	S[85.63]	S[79.77]	S[247.89]
02	Information Technology brings fun to my life	NS[4.25]	NS[5.03]	NS[2.87]	NS[5.32]	NS[3.10]	NS[3.52]
03	I am dependent on Information Technology	S[26.66]	S[23.54]	S[12.29]	S[62.24]	S[17.31]	S[106.53]
04	Information Technology makes life better	NS[6.02]	NS[2.66]	NS[1.16]	S[51.46]	NS[4.12]	NS[2.97]
05	Information Technology changes so fast that it is hard to keep up with it	S[39.36]	S[36.70]	S[15.79]	S[51.46]	S[23.94]	S[50.17]
06	I can not imagine life without computers	S[53.72]	S[47.16]	S[17.43]	S[81.10]	S[35.26]	S[64.44]
07	Awareness of computer has become important for children also	NS[1.85]	NS[3.85]	NS[1.65]	NS[45.85]	NS[.69]	NS[33.15]

**Table Number 5.30: Selected Female Internet Users' Overall Opinion on Information Technology vis-a-vis.
Income Group of Selected Respondents**

S.No.	Selected Criteria Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Information Technology is an essential part of my life	NS[6.63]	NS[3.73]	NS[8.56]	NS[6.59]	NS[39.75]	NS[95.02]
02	Information Technology brings fun to my life	S[69.24]	S[70.97]	S[30.72]	S[28.26]	NS[4.08]	NS[12.49]
03	I am dependent on Information Technology	NS[82.18]	NS[81.42]	NS[27.96]	NS[70.46]	NS[9.45]	NS[11.80]
04	Information Technology makes life better	NS[75.47]	NS[70.35]	NS[35.60]	NS[41.51]	NS[38.16]	NS[10.35]
05	Information Technology changes so fast that it is hard to keep up with it	NS[8.90]	NS[8.97]	NS[2.58]	NS[8.68]	NS[49.62]	NS[76.55]
06	I can not imagine life without computers	S[149.57]	S[151.46]	S[39.60]	S[47.75]	S[86.56]	S[163.66]
07	Awareness of computer has become important for children also	NS[9.09]	NS[6.65]	NS[3.88]	NS[50.08]	NS[32.00]	NS[8.19]

**Table Number 5.31: Selected Female Internet Users' Overall Opinion on Information Technology vis-a-vis.
Educational Qualifications of Selected Respondents**

S.No.	Selected Criteria Demographic Variable: educational qualification	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Information Technology is an essential part of my life	S[154.05]	S[171.51]	S[50.30]	S[81.56]	S[93.16]	S[167.7]
02	Information Technology brings fun to my life	S[25.76]	S[36.38]	S[17.87]	S[46.65]	S[16.74]	S[57.4]
03	I am dependent on Information Technology	S[75.64]	S[89.37]	S[29.80]	S[30.86]	S[50.98]	S[132.4]
04	Information Technology makes life better	S[87.92]	S[15.89]	S[127.51]	S[24.17]	S[75.17]	S[20.5]
05	Information Technology changes so fast that it is hard to keep up with it	S[20.44]	S[36.52]	NS[11.03]	S[36.27]	NS[11.16]	S[39.3]
06	I can not imagine life without computers	S[19.62]	S[29.91]	NS[7.47]	S[48.90]	S[12.94]	S[78.0]
07	Awareness of computer has become important for children also	NS[6.38]	NS[7.66]	NS[4.37]	S[19.23]	NS[5.30]	S[26.9]

Table Number 5.32: Selected Female Internet Users' Overall Opinion on Information Technology vis-a-vis. Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Information Technology is an essential part of my life	S[13.93]	S[13.68]	S[21.2]	S[71.13]	S[7.72]	S[94.12]
02	Information Technology brings fun to my life	S[32.28]	S[34.02]	S[42.2]	S[22.69]	S[23.12]	S[15.32]
03	I am dependent on Information Technology	S[34.23]	S[30.31]	S[8.0]	S[56.05]	S[19.24]	S[135.43]
04	Information Technology makes life better	NS[4.86]	NS[2.98]	NS[2.3]	NS[4.07]	NS[2.99]	NS[10.65]
05	Information Technology changes so fast that it is hard to keep up with it	S[35.06]	S[31.28]	S[8.4]	S[29.67]	S[21.32]	S[32.35]
06	I can not imagine life without computers	S[18.30]	S[11.15]	S[7.1]	S[16.82]	S[12.06]	S[20.34]
07	Awareness of computer has become important for children also	NS[.02]	NS[.31]	NS[.01]	NS[4.23]	NS[.03]	NS[8.11]

- There was no significant association found between Age vis-à-vis Overall opinion towards Information Technology by female Internet Users in 'Information Technology brings fun to my life', 'Information Technology makes life better' & 'Awareness of computer has become important for children also'.
- 'Information Technology brings fun to my life' & 'I cannot imagine life without computers' was found dependent on income groups.
- 'Awareness of computer has become important for children also' was found independent to Educational Qualifications in the city of Baroda, Ahmedabad, Surat & various other cities. 'Information Technology changes so fast that it is hard to keep up with it' & 'I cannot imagine life without computers' were also found independent to Educational Qualifications.
- Opinion towards Information Technology such as: 'Information Technology makes life better', 'Awareness of computer has become important for children also' were not influenced by Marital Status of selected respondents.

Hypothesis: 5.9

The overall Opinion of selected female Internet users' on Self-Perception is independent of their Demographic variables such as Age; Income; education and Marital Status.

Table Number 5.33: Selected Female Internet Users' Overall Opinion on Self-Perception vis-a-vis., Age Groups of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I am happy with who I am	S[31.88]	S[26.25]	S[11.78]	S[25.60]	S[23.68]	S[79.72]
02	I try to improve myself	S[25.58]	S[20.30]	NS[7.34]	S[20.24]	S[17.72]	S[72.22]
03	The future offers more and new possibilities	NS[11.11]	NS[9.10]	NS[8.55]	S[17.86]	NS[5.14]	NS[4.33]
04	I am good at what I do	S[64.34]	S[57.96]	S[25.14]	S[50.49]	S[39.44]	S[89.17]
05	I am in excellent physical condition	S[53.54]	S[51.25]	S[25.32]	S[52.85]	S[32.37]	S[91.07]
06	I enjoy a good family life	S[14.82]	NS[11.70]	NS[4.33]	S[26.52]	NS[8.52]	S[49.92]
07	I am in control of my life	S[56.46]	S[43.75]	S[17.35]	S[47.85]	S[32.97]	S[60.69]
08	I am satisfied with my life	S[119.15]	S[102.28]	S[44.28]	S[42.89]	S[71.14]	S[238.49]
09	I try to avoid surprises in life	S[64.03]	S[50.13]	S[33.16]	NS[6.02]	S[37.28]	S[141.91]
10	I rarely look back on the past; the present and future are more important	S[40.04]	S[30.77]	S[14.84]	S[37.72]	S[25.91]	S[53.70]
11	Mental growth is more important to me than material growth	S[24.47]	S[18.64]	NS[9.89]	S[36.76]	S[17.69]	S[39.95]
12	I feel confident in my ability to be successful	S[37.69]	S[38.90]	S[21.34]	S[14.36]	S[25.22]	S[43.96]
13	I am a goal-oriented person	S[63.90]	S[58.69]	S[24.24]	S[59.06]	S[41.42]	S[90.72]
14	I am a self-centered person	S[21.36]	S[12.74]	NS[11.23]	S[64.76]	S[12.91]	S[27.81]
15	I enjoy taking risks	S[22.63]	NS[11.04]	NS[11.50]	S[16.26]	NS[12.36]	S[51.90]
16	I believe that I am influential in my community	S[142.89]	S[122.11]	S[52.39]	S[67.36]	S[73.69]	S[232.50]
17	I consider myself to be an innovator	S[34.45]	S[26.08]	S[17.61]	S[33.48]	S[22.01]	S[51.21]
18	Many times I try to do more than one thing at the same time	S[25.58]	S[20.30]	NS[7.34]	S[20.24]	S[17.72]	S[72.22]
19	If I do not write something down, I forget that easily	NS[11.11]	NS[9.10]	NS[8.55]	S[17.86]	NS[5.14]	S[40.33]
20	I need to manage my time more efficiently	S[64.34]	S[57.96]	S[25.14]	S[50.49]	S[39.44]	S[89.17]
21	I am able to afford the things that are important to me	S[18.14]	S[15.76]	NS[3.27]	S[20.87]	S[11.54]	S[53.07]

Table Number 5.34: Selected Female Internet Users' Overall Opinion on Self-Perception vis-a-vis. Income Groups of Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Income	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I am happy with who I am	S[15.37]	S[15.25]	NS[6.78]	S[33.33]	S[9.44]	S[41.93]
02	I try to improve myself	S[69.38]	S[71.10]	S[23.46]	S[43.27]	S[36.73]	S[131.20]
03	The future offers more and new possibilities	S[95.85]	S[91.00]	S[58.78]	S[39.65]	S[52.98]	S[123.36]
04	I am good at what I do	NS[8.47]	NS[8.41]	NS[4.65]	NS[5.01]	S[35.95]	NS[1.20]
05	I am in excellent physical condition	S[49.20]	S[51.22]	S[13.31]	S[49.43]	S[26.44]	S[64.75]
06	I enjoy a good family life	S[118.57]	S[115.73]	S[53.55]	S[64.94]	S[61.39]	S[189.01]
07	I am in control of my life	S[129.58]	S[128.56]	S[33.85]	S[51.47]	S[72.94]	S[178.93]
08	I am satisfied with my life	S[115.42]	S[113.65]	S[78.38]	S[33.59]	S[70.32]	S[242.17]
09	I try to avoid surprises in life	S[53.21]	NS[4.41]	NS[1.79]	NS[4.94]	NS[3.28]	NS[11.30]
10	I rarely look back on the past; the present and future are more important	S[19.17]	S[19.11]	NS[5.17]	S[43.72]	S[12.08]	S[27.46]
11	Mental growth is more important to me than material growth	S[103.85]	S[99.02]	S[72.88]	S[42.54]	S[55.80]	S[126.34]
12	I feel confident in my ability to be successful	S[23.70]	S[23.69]	NS[7.32]	S[40.32]	S[15.23]	S[20.52]
13	I am a goal-oriented person	S[60.53]	S[63.05]	S[20.71]	S[35.73]	S[29.24]	S[100.07]
14	I am a self-centered person	S[82.68]	S[83.77]	S[28.53]	S[39.13]	S[47.30]	S[149.08]
15	I enjoy taking risks	S[86.87]	S[89.16]	S[50.89]	S[28.52]	S[42.36]	S[145.22]
16	I believe that I am influential in my community	S[99.85]	S[98.88]	S[66.11]	S[75.65]	S[59.93]	S[204.51]
17	I consider myself to be an innovator	S[83.66]	S[84.77]	S[43.40]	S[76.56]	S[41.55]	S[139.58]
18	Many times I try to do more than one thing at the same time	S[40.04]	S[30.77]	S[14.84]	S[37.72]	S[25.91]	S[53.70]
19	If I do not write something down, I forget that easily	S[24.47]	S[18.64]	NS[9.89]	S[36.76]	S[17.69]	S[39.95]
20	I need to manage my time more efficiently	S[37.69]	S[38.90]	S[21.34]	S[14.36]	S[25.22]	S[43.96]
21	I am able to afford the things that are important to me	S[77.27]	S[80.23]	S[23.46]	S[38.88]	S[32.85]	S[121.32]

Table Number 5.35: Selected Female Internet Users' Overall Opinion on Self-Perception vis-a-vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualification	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I am happy with who I am	S[13.57]	S[25.53]	NS[3.39]	S[23.3]	S[13.6]	S[49.6]
02	I try to improve myself	S[10.48]	S[18.13]	NS[4.28]	S[23.3]	S[4.3]	S[49.7]
03	The future offers more and new possibilities	S[14.05]	S[19.00]	NS[7.68]	S[14.1]	S[10.0]	S[14.2]
04	I am good at what I do	S[14.64]	S[18.33]	NS[8.21]	S[17.9]	S[8.4]	S[26.4]
05	I am in excellent physical condition	S[17.23]	S[17.71]	NS[11.36]	S[33.5]	S[11.0]	S[16.5]
06	I enjoy a good family life	NS[8.43]	NS[6.15]	NS[6.90]	S[22.0]	S[27.6]	NS[3.7]
07	I am in control of my life	S[19.16]	S[22.34]	NS[4.83]	S[21.9]	S[25.5]	S[27.2]
08	I am satisfied with my life	S[33.81]	S[42.11]	NS[11.23]	S[24.4]	S[20.4]	S[86.7]
09	I try to avoid surprises in life	S[40.67]	S[59.72]	NS[7.32]	S[104.8]	S[28.1]	S[70.1]
10	I rarely look back on the past; the present and future are more important	S[31.87]	S[35.47]	NS[12.65]	S[70.3]	S[20.9]	S[56.1]
11	Mental growth is more important to me than material growth	S[12.05]	S[21.67]	NS[8.78]	S[28.0]	S[19.4]	S[18.6]
12	I feel confident in my ability to be successful	S[23.84]	S[25.67]	NS[13.74]	S[14.9]	S[17.5]	S[41.1]
13	I am a goal-oriented person	S[13.17]	S[18.17]	NS[5.08]	S[32.9]	NS[6.4]	S[42.3]
14	I am a self-centered person	S[35.17]	S[62.89]	S[21.78]	S[71.8]	S[20.9]	S[96.8]
15	I enjoy taking risks	S[46.65]	S[94.70]	S[17.71]	S[37.0]	S[25.9]	S[106.5]
16	I believe that I am influential in my community	S[50.05]	S[86.50]	S[16.56]	S[48.81]	S[30.9]	S[82.6]
17	I consider myself to be an innovator	S[16.70]	S[47.48]	S[37.99]	S[26.3]	S[18.4]	S[58.1]
18	Many times I try to do more than one thing at the same time	S[40.04]	S[30.77]	S[14.84]	S[37.7]	S[25.9]	S[53.7]
19	If I do not write something down, I forget that easily	S[24.47]	S[18.64]	S[39.89]	S[36.7]	S[17.6]	S[39.9]
20	I need to manage my time more efficiently	S[37.69]	S[38.90]	S[21.34]	S[14.3]	S[25.2]	S[43.9]
21	I am able to afford the things that are important to me	NS[2.12]	NS[5.42]	NS[.97]	NS[3.4]	NS[1.3]	NS[14.3]

Table Number 5.36: Selected Female Internet Users' Overall Opinion on Self-Perception vis-a-vis. Marital Status of Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Marital Status	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I am happy with who I am	NS[.30]	NS[.95]	NS[.3]	NS[.54]	NS[.17]	NS[7.24]
02	I try to improve myself	NS[3.51]	NS[1.44]	NS[1.0]	NS[8.91]	NS[1.15]	NS[3.22]
03	The future offers more and new possibilities	NS[8.24]	NS[4.65]	NS[4.8]	NS[19.03]	NS[3.56]	NS[5.40]
04	I am good at what I do	S[32.71]	S[23.93]	S[6.00]	S[42.96]	S[19.88]	S[11.47]
05	I am in excellent physical condition	S[34.87]	S[25.03]	S[8.88]	S[23.13]	S[21.26]	S[14.92]
06	I enjoy a good family life	S[13.12]	S[9.27]	NS[3.4]	S[36.69]	S[6.95]	S[51.96]
07	I am in control of my life	S[32.87]	S[21.40]	S[17.0]	S[25.95]	S[22.56]	S[27.12]
08	I am satisfied with my life	S[86.06]	S[58.64]	S[37.7]	S[79.31]	S[54.8]	S[99.4]
09	I try to avoid surprises in life	S[14.44]	S[8.72]	S[10.9]	S[23.92]	S[8.3]	S[36.1]
10	I rarely look back on the past; the present and future are more important	S[7.79]	S[11.58]	NS[2.4]	S[18.03]	NS[4.5]	S[25.9]
11	Mental growth is more important to me than material growth	S[10.79]	S[6.58]	NS[4.9]	S[14.12]	NS[4.3]	NS[7.9]
12	I feel confident in my ability to be successful	S[24.21]	S[19.65]	NS[4.7]	S[15.19]	S[15.2]	NS[3.3]
13	I am a goal-oriented person	S[19.92]	S[12.28]	NS[4.5]	S[44.27]	S[10.9]	S[22.2]
14	I am a self-centered person	S[18.46]	S[6.30]	S[15.1]	S[52.69]	S[8.4]	S[12.7]
15	I enjoy taking risks	S[17.76]	S[22.63]	S[21.3]	S[11.88]	S[8.5]	S[32.4]
16	I believe that I am influential in my community	S[67.70]	S[31.88]	S[43.7]	S[75.11]	S[37.7]	S[111.6]
17	I consider myself to be an innovator	S[14.14]	NS[3.48]	S[18.5]	S[25.16]	S[7.9]	S[26.76]
18	Many times I try to do more than one thing at the same time	NS[8.43]	NS[6.15]	NS[6.9]	S[22.08]	NS[7.63]	NS[13.2]
19	If I do not write something down, I forget that easily	NS[9.16]	S[22.34]	NS[4.8]	S[21.96]	NS[5.5]	S[27.2]
20	I need to manage my time more efficiently	S[33.81]	S[42.11]	NS[11.2]	S[24.46]	S[20.4]	S[86.7]
21	I am able to afford the things that are important to me	S[5.99]	S[4.01]	NS[.60]	S[27.52]	S[13.8]	S[43.3]

- There was no significant association found between Age vis-à-vis., 'The future offers more and new possibilities' except in Rajkot. Mixed results were obtained in 'I enjoy taking risk', 'I enjoy a good family life'. In the city of Surat 'Mental growth is more important to me than material growth' was found independent of age.
- There was no significant association found between Income vis-à-vis 'I am good at what I do' & 'I try to avoid surprises in life'. In the city of Surat 'If I do not write something down, I forget that easily'; 'I feel confident in my ability to be successful' & 'I rarely look back on the past, the present and future are more important' were found independent to the income of respondents.
- In case of Surat there was significant association found between Educational Qualifications vis-à-vis 'I am a self-centered person'; 'I need to manage my time more efficiently'; 'I enjoy taking risks'; 'I believe that I am influential in my community'; 'If I don't write anything, I forgot easily' & 'I need to manage my time more efficiently.'
- 'I am able to afford the things that are important to me' was found independent to Educational Qualifications in all of the selected cities.

- In the city of Baroda, Ahmedabad, Surat & overall, 'I enjoy a good family life' was found independent to Educational Qualifications.
- There was no significant association found between Marital Status vis-à-vis 'I am happy with who I am', 'I try to improve myself' & 'Future offers new opportunities' in selected cities of Gujarat.
- In the city of Surat, there was no significant association found between Marital Status vis-à-vis, criteria 'I am happy with who I am', 'I try to improve myself', 'The future offers more and new possibilities', 'I rarely look back on the past; the present and future are more important', 'Mental growth is more important to me than material growth', 'I feel confident in my ability to be successful', 'I am a goal-oriented person', 'I am able to afford the things that are important to me', 'I enjoy a good family life'.
- There was a significant association found between Marital Status vis-à-vis Self Perception in Other cities of the state, except, 'I am happy with who I am', 'I try to improve myself', 'The future offers more and new possibilities', 'I rarely look back on the past; the present and future are more important', 'Mental growth is more important to me than material growth', 'I am able to afford the things that are important to me'.
- There was an association found between Marital Status vis-à-vis Self Perception in Overall cities of the state, except, 'I am happy with who I am', 'I feel confident in my ability to be successful', 'Mental growth is more important to me than material growth', 'The future offers more and new possibilities'.

Hypothesis: 5.10

The overall Opinion of selected female Internet users', on Status- Consciousness is independent of their Demographic variables such as Age group; Income; education and Marital Status of selected respondents.

Table Number 5.37: Selected Female Internet Users' Overall Opinion on Status-Consciousness vis-a-vis. Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Many times I buy those things which I can not really afford	S[49.65]	S[38.39]	S[18.30]	S[29.35]	S[29.29]	S[56.55]
02	I believe price is the best indicator of quality	S[157.18]	S[121.47]	S[54.87]	S[96.29]	S[92.25]	S[181.96]
03	Having upscale, luxury items makes me feel better about myself	S[53.51]	S[44.03]	S[25.17]	S[28.34]	S[31.23]	S[100.80]
04	I use to buy expensive clothing	S[66.93]	S[53.23]	S[22.78]	S[24.14]	S[36.25]	S[88.27]
05	I like going on expensive vacations	S[59.86]	S[47.35]	S[22.60]	S[19.69]	S[38.49]	S[129.74]
06	I like having expensive jewelry/watches	S[26.33]	S[16.01]	NS[5.95]	NS[3.56]	S[17.57]	S[36.39]
07	I like dining at "in" restaurants	S[50.34]	S[46.56]	S[17.27]	NS[7.55]	S[33.94]	S[110.30]
08	I like shopping at prestigious stores	NS[6.09]	NS[5.50]	NS[5.12]	S[48.54]	NS[3.24]	S[44.70]
09	I like to be tidy and attractive	S[47.64]	S[33.64]	S[23.37]	S[63.73]	S[30.16]	S[74.97]

- There was no significant association found between Age vis-à-vis 'I like shopping at prestigious stores' in the city of Baroda, Ahmedabad, Surat & other cities.

- In the city of Surat & Rajkot 'I like having expensive jewelry/watches' was found independent to age group.
- There was no association found between Age vis-à-vis 'I like dining at "in" restaurants' in Rajkot city.

Table Number 5.38: Selected Female Internet Users' Overall Opinion on Status-Consciousness vis-a-vis. Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income Group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Having upscale, luxury items makes me feel better about myself	S[58.03]	S[59.88]	S[18.39]	S[55.24]	S[28.6]	S[94.4]
02	I believe price is the best indicator of quality	S[43.31]	S[43.57]	S[33.34]	S[60.91]	S[22.0]	S[77.8]
03	Many times I buy those things which I can not really afford	S[62.35]	S[61.99]	S[29.81]	S[13.43]	S[35.5]	S[109.9]
04	I use to buy expensive clothing	S[67.99]	S[67.39]	S[22.47]	S[97.57]	S[39.0]	S[50.6]
05	I like going on expensive vacations	S[96.77]	S[96.18]	S[22.79]	NS[11.58]	S[56.5]	S[124.8]
06	I like having expensive jewelry/watches	S[139.44]	S[141.7]	S[38.12]	S[72.75]	S[85.4]	S[151.4]
07	I like dining at "in" restaurants	S[44.96]	S[46.55]	S[10.85]	S[10.43]	S[22.4]	S[71.0]
08	I like shopping at prestigious stores	S[97.85]	S[96.59]	S[33.17]	S[68.29]	S[54.0]	S[125.0]
09	I like to be tidy and attractive	NS[11.18]	NS[11.0]	NS[3.5]	S[28.01]	NS[7.5]	S[35.5]

- There was no significant association found between Income vis-à-vis 'I like to be tidy and attractive' in the city of Baroda, Ahmedabad, Surat, & Other cities. There was no significant association found between Income vis-à-vis 'I like going on expensive vacations' in Rajkot.

Table Number 5.39: Selected Female Internet Users' Overall Opinion on Status-Consciousness vis-a-vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Many times I buy those things which I can not really afford	S[36.97]	S[43.43]	S[18.89]	NS[11.72]	S[24.60]	S[80.5]
02	I believe price is the best indicator of quality	S[29.23]	S[54.97]	NS[8.74]	S[173.08]	S[19.21]	S[59.4]
03	Having upscale, luxury items makes me feel better about myself	S[27.65]	S[56.07]	NS[9.91]	S[59.73]	S[15.54]	S[69.82]
04	I use to buy expensive clothing	S[56.87]	S[74.34]	S[17.34]	S[67.62]	S[34.77]	S[92.37]
05	I like going on expensive vacations	S[80.17]	S[93.63]	S[38.41]	S[63.19]	S[54.20]	S[114.06]
06	I like having expensive jewelry/watches	S[61.55]	S[77.87]	S[26.21]	S[40.72]	S[42.29]	S[102.49]
07	I like dining at "in" restaurants	S[100.85]	NS[11.73]	S[34.09]	NS[6.95]	NS[0.87]	NS[2.76]
08	I like shopping at prestigious stores	S[37.15]	S[51.44]	NS[9.52]	S[25.20]	S[21.42]	S[70.72]
09	I like to be tidy and attractive	S[56.03]	S[84.50]	NS[3.78]	S[56.46]	S[34.85]	S[73.57]

- In the city of Surat there was no significant association found between Education vis-à-vis, 'Having upscale, luxury items makes me feel better about myself', 'I believe price is the best indicator of quality', 'I like shopping at prestigious stores', 'I like to be tidy and attractive'.
- There was an association found between Education vis-à-vis Status Consciousness in the city of Rajkot, except, 'Many times I buy those things which I can not really afford', 'I like dining at "in" restaurants'.
- There was no significant association found between Education vis-à-vis 'I like dining at "in" restaurants' in Ahmedabad, Rajkot & other cities.

Table Number 5.40: Selected Female Internet Users' Overall Opinion on Status-Consciousness vis-a-vis. Marital Status of Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
	Demographic Variable: Marital Status						
01	Many times I buy those things which I can not really afford	S[37.13]	S[18.61]	S[17.14]	S[20.23]	S[22.92]	S[28.29]
02	I believe price is the best indicator of quality	S[81.67]	S[41.50]	S[35.69]	S[74.02]	S[47.39]	S[87.06]
03	Having upscale, luxury items makes me feel better about myself	S[11.68]	S[15.06]	S[10.85]	S[15.89]	S[27.83]	S[16.42]
04	I use to buy expensive clothing	S[15.93]	S[12.77]	S[26.64]	NS[5.10]	S[28.49]	S[22.96]
05	I like going on expensive vacations	NS[3.69]	S[19.31]	NS[.03]	S[12.23]	NS[2.48]	S[17.08]
06	I like having expensive jewelry/watches	S[28.59]	S[14.15]	S[26.13]	NS[1.33]	NS[2.99]	NS[2.53]
07	I like dining at "in" restaurants	S[17.18]	S[17.47]	NS[2.89]	NS[.99]	S[39.11]	S[33.61]
08	I like shopping at prestigious stores	S[18.91]	S[17.31]	S[28.50]	NS[2.94]	S[36.44]	S[26.41]
09	I like to be tidy and attractive	NS[1.45]	NS[1.61]	NS[2.43]	S[37.58]	NS[.14]	NS[2.06]

- There was no significant association found between Marital Status vis-à-vis 'I like going on expensive vacations' in Baroda, Surat & other cities. 'I like to be tidy and attractive' was found independent of Marital Status in Baroda, Ahmedabad, Surat, Rajkot & Overall.
- In the city of Rajkot, criteria such as 'I use to buy expensive clothing'; 'I like dining at "in" restaurants'; 'I like having expensive jewelry/watches' & 'I like shopping at prestigious stores' were found independent of Marital Status.
- 'I like having expensive jewelry/watches' was found having no association with Marital Status in other cities & overall.

Hypothesis: 5.11

There is no association between the overall Opinion of selected female Internet users', on Television Advertising vis-à-vis., demographic variables such as Age group; Income group; Educational Qualifications and Marital Status of selected respondents.

Table Number 5.41: Selected Female Internet Users' Overall Social Opinion vis-a-vis., Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I can make a difference in protecting the environment	S[28.35]	S[27.73]	S[14.25]	S[41.57]	S[19.17]	S[81.02]
02	I am willing to spend more money on environmentally friendly products	S[13.48]	S[17.07]	NS[5.30]	S[12.69]	NS[9.23]	S[24.46]
03	I have confidence in the economy of India	S[30.16]	S[30.41]	S[19.48]	S[31.65]	S[17.77]	S[98.58]
04	It is becoming difficult to stay in touch with my friends and family	S[105.99]	S[74.65]	S[54.27]	S[43.40]	S[54.98]	S[163.53]
05	I prefer products made in my own country	S[24.96]	S[16.92]	S[12.63]	S[19.35]	S[17.43]	S[40.18]
06	I believe movies and TV present violence as an acceptable part of society	S[93.00]	S[90.36]	S[36.97]	S[12.68]	S[57.24]	S[200.00]
07	I believe that the media provide me with a fair report of current events	S[138.32]	S[130.29]	S[46.39]	S[57.73]	S[89.46]	S[310.16]
08	I distrust companies that make a lot of noise about their caring social attitude	S[61.43]	S[55.17]	S[27.48]	NS[7.95]	S[35.85]	S[146.01]
09	My lifestyle revolves around my child(ren)'s activities	S[97.02]	S[83.50]	S[37.47]	S[55.97]	S[58.23]	S[191.24]

- There was no significant association found between Age vis-à-vis 'I am willing to spend more money on environmentally friendly products' in the city of Surat & other small cities of the state of Gujarat.
- In Rajkot, 'I distrust companies that make a lot of noise about their caring social attitude' was found independent of age group.

Table Number 5.42: Selected Female Internet Users' Overall Social Opinion vis-a-vis., Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I can make a difference in protecting the environment	S[62.37]	S[65.02]	S[30.71]	S[50.05]	S[38.64]	S[88.60]
02	I am willing to spend more money on environmentally friendly products	S[83.15]	S[78.05]	S[56.82]	S[38.85]	S[49.19]	S[117.07]
03	I have confidence in the economy of India	S[47.91]	S[47.67]	S[13.09]	S[41.57]	S[29.21]	S[71.81]
04	It is becoming difficult to stay in touch with my friends and family	NS[8.28]	NS[8.41]	NS[3.27]	NS[11.68]	NS[5.89]	NS[1.16]
05	My lifestyle revolves around my child(ren)'s activities	S[86.51]	S[83.48]	S[38.13]	S[50.99]	S[49.29]	S[142.27]
06	I prefer products made in my own country	S[75.57]	S[74.75]	S[50.15]	S[72.08]	S[45.78]	S[132.33]
07	I believe movies and TV present violence as an acceptable part of society	NS[11.89]	NS[11.71]	S[7.44]	NS[4.44]	NS[6.27]	NS[12.05]
08	I believe that the media provide me with a fair report of current events	NS[9.25]	NS[9.53]	S[27.26]	NS[3.32]	NS[5.44]	NS[9.31]
09	I distrust companies that make a lot of noise about their caring social attitude	S[61.60]	S[59.38]	S[16.32]	S[33.87]	S[32.08]	S[107.98]

- In all selected cities of Gujarat there was no significant association found between Income vis-à-vis 'It is becoming difficult to stay in touch with my friends and family', 'I believe movies and TV present violence as an acceptable part of society' & 'I believe that the media provide me with a fair report of current events'. Last two criteria were found having significant association with income in Surat city.

Table Number 5.43: Selected Female Internet Users' Overall Social Opinion vis-a-vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I can make a difference in protecting the environment	S[21.00]	S[17.34]	NS[10.51]	S[31.85]	NS[12.05]	S[29.1]
02	I am willing to spend more money on environmentally friendly products	S[88.11]	S[40.69]	S[76.62]	S[45.38]	S[54.66]	S[78.1]
03	I have confidence in the economy of India	S[47.19]	S[44.77]	S[26.11]	S[23.38]	S[30.59]	S[76.3]
04	It is becoming difficult to stay in touch with my friends and family	S[50.09]	S[72.69]	S[23.14]	S[24.87]	S[28.56]	S[103.1]
05	My lifestyle revolves around my child(ren)'s activities	S[77.30]	S[49.24]	S[42.68]	S[56.74]	S[51.12]	S[88.33]
06	I prefer products made in my own country	S[45.59]	S[76.98]	NS[10.48]	S[41.36]	S[26.24]	S[102.1]
07	I believe movies and TV present violence as an acceptable part of society	S[65.67]	S[77.31]	NS[10.81]	S[30.22]	S[43.35]	S[123.8]
08	I believe that the media provide me with a fair report of current events	S[46.77]	S[53.53]	S[15.57]	S[123.49]	S[29.05]	S[99.5]
09	I distrust companies that make a lot of noise about their caring social attitude	S[44.92]	S[52.41]	NS[11.18]	S[126.19]	S[28.95]	S[71.4]

- There was no significant association found between Educational Qualifications vis-à-vis Social Opinion by female Internet Users such as 'I can make a difference in protecting the environment'; 'I prefer products made in my country'; 'I believe movies and TV present violence as an acceptable part of society' & 'I distrust companies that make a lot of noise about their caring social attitude', in the city of Surat.

Table Number 5.44: Selected Female Internet Users' Overall Social Opinion vis-a-vis. Marital status of the Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Marital Status	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I can make a difference in protecting the environment	S[13.42]	S[9.03]	NS[2.62]	S[11.0]	S[8.71]	S[19.9]
02	I am willing to spend more money on environmentally friendly products	NS[6.14]	NS[5.43]	NS[3.01]	NS[5.2]	NS[5.8]	NS[3.4]
03	I have confidence in the economy of India	S[22.38]	S[19.05]	NS[4.35]	S[16.5]	S[13.2]	S[62.5]
04	It is becoming difficult to stay in touch with my friends and family	S[24.30]	S[7.44]	S[19.75]	S[9.03]	S[13.8]	S[38.7]
05	My lifestyle revolves around my child(ren)'s activities	S[55.26]	S[38.24]	S[17.07]	S[58.8]	S[30.1]	S[123.1]
06	I prefer products made in my own country	NS[8.45]	NS[7.70]	NS[10.7]	NS[3.5]	NS[4.8]	NS[4.5]
07	I believe movies and TV present violence as an acceptable part of society	S[91.98]	S[52.08]	S[44.12]	S[27.0]	S[56.8]	S[139.6]
08	I believe that the media provide me with a fair report of current events	S[106.39]	S[73.49]	S[33.84]	S[70.1]	S[64.4]	S[175.9]
09	I distrust companies that make a lot of noise about their caring social attitude	S[25.55]	S[15.85]	S[10.12]	S[6.10]	S[12.7]	S[50.1]

- There was no significant association found between Marital Status vis-à-vis Social Opinion such as 'I am willing to spend more money on environmentally friendly products' & 'I prefer products made in my own country' in all of the selected cities of Gujarat.
- In the city of Surat, social opinion such as 'I am willing to spend more money on environmentally friendly products', 'I have confidence in the economy of India', 'I can make a difference in protecting the environment' were found independent of Marital Status.

Hypotheses: 5.12:

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 of selected respondents

Table Number 6.45: Selected Female Internet Users' Overall Opinion On TV Advertising vis-a-vis. Age Group of Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Age	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I like to watch TV advertising	S[114.0]	S[85.85]	S[42.87]	S[68.8]	S[63.4]	S[144.5]
02	I usually fast forward through the advertisements when watching a recorded show	S[69.70]	S[55.26]	S[33.73]	S[36.3]	S[45.5]	S[94.6]
03	I trust the news that I watch on TV	S[90.01]	S[80.09]	S[38.99]	S[59.3]	S[56.8]	S[179.0]
04	I rarely change channel when a commercial comes on during a TV show I am interested in	S[64.97]	S[44.87]	S[24.61]	S[62.6]	S[36.9]	S[81.9]

Table Number 5.46: Selected Female Internet Users' Overall Opinion On TV Advertising vis-a-vis. Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance					
		Vadodara	Ahmedabad	Surat	Rajkot	Others	Overall
01	I like to watch TV advertising	NS[5.34]	NS[5.07]	NS[5.07]	NS[4.25]	NS[3.80]	NS[7.17]
02	I usually fast forward through the advertisements when watching a recorded show	NS[8.96]	NS[4.60]	NS[6.20]	NS[5.09]	NS[2.82]	NS[4.14]
03	I trust the news that I watch on TV	NS[9.18]	NS[7.70]	NS[8.85]	NS[2.30]	NS[6.55]	NS[7.46]
04	I rarely change channel when a commercial comes on during a TV show I am interested in	NS[8.47]	NS[8.84]	NS[6.93]	NS[2.07]	NS[4.33]	NS[5.22]

Table Number 5.47: Selected Female Internet Users' Overall Opinion On TV Advertising vis-a-vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I like to watch TV advertising	S[39.10]	S[96.34]	S[25.82]	S[46.68]	S[24.77]	S[115.83]
02	I usually fast forward through the advertisements when watching a recorded show	S[18.20]	S[38.29]	NS[8.19]	S[120.91]	S[12.60]	S[66.74]
03	I trust the news that I watch on TV	S[28.26]	S[47.40]	NS[9.57]	S[18.53]	S[17.47]	S[50.28]
04	I rarely change channel when a commercial comes on during a TV show I am interested in	S[27.98]	S[41.21]	NS[14.87]	S[25.26]	S[18.18]	S[69.68]

Table Number 5.48: Selected Female Internet Users' Overall Opinion On TV Advertising vis-a-vis. Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I like to watch TV advertising	S[45.18]	S[27.84]	S[26.73]	S[56.94]	S[21.62]	S[44.7]
02	I usually fast forward through the advertisements when watching a recorded show	S[38.27]	S[25.74]	S[13.09]	S[21.16]	S[23.03]	S[44.6]
03	I trust the news that I watch on TV	S[112.8]	S[78.88]	S[45.68]	S[56.59]	S[68.23]	S[230.4]
04	I rarely change channel when a commercial comes on during a TV show I am interested in	S[23.17]	S[8.48]	S[16.98]	S[20.17]	S[13.70]	S[40.5]

- There was significant association found between age group & Marital Status vis-à-vis., opinion towards TV advertising, in all of the selected cities in Gujarat.
- There was no significant association found between Income group vis-à-vis., opinion towards TV advertising, in all of the selected cities in Gujarat.
- 'I usually fast forward through the advertisements when watching a recorded show'; 'I trust the news that I watch on TV' & 'I rarely change channel when a commercial comes on during a TV show I am interested in' were found independent to Educational Qualifications in the city of Surat.

Hypothesis: 5.13

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.

Table Number 5.49: Selected Female Internet Users' Overall Opinion On Shopping Behaviour vis-a-vis. Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I prefer to get all my shopping done in one large supermarket	S[112.21]	S[109.44]	S[46.39]	S[70.18]	S[68.16]	S[172.29]
02	I often switch brands because of bargains/special offers	S[159.49]	S[140.97]	S[47.39]	S[76.60]	S[93.58]	S[307.34]
03	I like try/taste samples of products demonstrated	S[53.57]	S[48.32]	S[24.78]	S[39.57]	S[34.58]	S[171.80]
04	I will go out of my way to shop where I can save money	S[89.79]	S[77.59]	S[40.29]	S[49.36]	S[61.38]	S[188.84]
05	Supermarket private label offer same quality as known brands	S[65.84]	S[65.57]	S[25.39]	S[46.37]	S[43.06]	S[129.57]
06	I enjoy trying new products even if I'm not sure I'll like it	S[30.79]	S[22.53]	NS[10.57]	S[23.69]	S[17.29]	S[55.93]

Table Number 5.50: Selected Female Internet Users' Overall Opinion On Shopping Behaviour vis-a-vis. Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income	Result of χ^2 test at 5 Percent level of Significance					
		Vadodara	Ahmedabad	Surat	Rajkot	Others	Overall
01	I prefer to get all my shopping done in one large supermarket	S[108.20]	S[110.13]	S[27.56]	S[40.43]	S[55.74]	S[162.02]
02	I often switch brands because of bargains/special offers	S[116.93]	S[118.70]	S[39.39]	S[38.15]	S[60.26]	S[171.89]
03	I like try/taste samples of products demonstrated	S[60.96]	S[61.31]	S[16.51]	S[51.04]	S[36.12]	S[29.22]
04	I will go out of my way to shop where I can save money	S[116.51]	S[113.95]	S[40.59]	S[70.55]	S[61.34]	S[197.71]
05	Supermarket private label offer same quality as known brands	S[175.15]	S[173.68]	S[42.65]	S[14.55]	S[97.97]	S[270.09]
06	I enjoy trying new products even if I'm not sure I'll like it	S[81.61]	S[81.86]	S[27.67]	S[21.64]	S[45.53]	S[116.15]

Table Number 5.51: Selected Female Internet Users' Overall Opinion On Shopping Behaviour vis-a-vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Educational Qualifications	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I prefer to get all my shopping done in one large supermarket	S[36.34]	S[38.02]	S[13.37]	S[28.83]	S[18.76]	S[50.25]
02	I often switch brands because of bargains/special offers	S[55.14]	S[66.45]	S[20.21]	S[49.45]	S[36.27]	S[141.63]
03	I like try/taste samples of products demonstrated	S[32.88]	S[58.73]	S[22.02]	S[32.29]	S[22.68]	S[84.88]
04	I will go out of my way to shop where I can save money	S[36.42]	S[61.38]	NS[12.64]	S[125.78]	S[21.81]	S[67.99]
05	Supermarket private label offer same quality as known brands	S[24.04]	S[36.10]	S[16.28]	S[15.33]	S[14.36]	S[50.66]
06	I enjoy trying new products even if I'm not sure I'll like it	S[38.08]	S[53.11]	S[15.69]	S[22.31]	S[25.08]	S[85.75]

Table Number 5.52: Selected Female Internet Users' Overall Opinion On Shopping Behaviour vis-a-vis. Marital Status of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Marital Status	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I prefer to get all my shopping done in one large supermarket	S[66.82]	S[42.86]	S[19.51]	S[60.10]	S[35.21]	S[70.80]
02	I often switch brands because of bargains/special offers	S[113.8]	S[71.28]	S[36.65]	S[68.20]	S[62.20]	S[175.03]
03	I like try/taste samples of products demonstrated	S[24.23]	S[21.81]	S[13.16]	S[31.31]	S[18.15]	S[82.76]
04	I will go out of my way to shop where I can save money	S[32.42]	S[17.11]	S[16.26]	S[20.50]	S[19.66]	S[72.44]
05	Supermarket private label offer same quality as known brands	S[67.68]	S[39.46]	S[34.00]	S[63.03]	S[38.39]	S[84.22]
06	I enjoy trying new products even if I'm not sure I'll like it	S[10.76]	NS[2.07]	NS[7.16]	NS[2.12]	NS[5.33]	NS[1.84]

- There was no significant association found between Age vis-à-vis Opinion 'I enjoy trying new products even if I'm not sure I'll like it' by female Internet Users in the city of Surat.
- There was a significant association found between Income vis-à-vis Opinion about Shopping by female Internet Users in selected cities of Gujarat.
- There was no significant association found between Educational Qualifications vis-à-vis Opinion on Shopping behaviour such as 'I will go out of my way to shop where I can save money' by female Internet Users in the city of Surat.
- There was a no significant association found between Marital Status vis-à-vis Opinion such as 'I enjoy trying new products even if I'm not sure I'll like it' in all cities except Baroda.

Hypothesis: 5.14:

The overall Opinion of selected female Internet users', on shopping of food products, is independent of their demographic variables such as age group; income group; Educational Qualifications and Marital Status.

Table Number 5.53: Selected Female Internet Users' Overall Opinion on Shopping of Food Products vis-a-vis. Age Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Age group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I always try to buy fat-free/low fat version of a product	S[165.70]	S[147.04]	S[50.37]	S[111.61]	S[99.68]	S[285.79]
02	Worth paying a little more for higher quality food products	S[28.30]	S[22.93]	S[9.88]	S[48.94]	S[18.91]	S[55.91]
03	Once I found a brand I like, I stick with it	S[38.50]	S[33.61]	S[16.30]	S[47.49]	S[24.65]	S[76.73]
04	I look for nutritionally fortified food products	S[53.65]	S[53.35]	S[17.89]	S[54.21]	S[31.49]	S[86.85]
05	I often use the nutritional labels on food to help me select.	S[142.22]	S[107.60]	S[58.74]	S[23.81]	S[77.14]	S[267.59]
06	I often buy items thought of as organic foods	S[89.83]	S[77.68]	S[32.63]	S[65.06]	S[59.46]	S[150.46]
07	I prefer to buy food items that help me manage my weight	S[82.57]	S[58.03]	S[35.43]	S[79.36]	S[52.52]	S[83.09]
08	I want to buy what my kids ask for	S[44.07]	S[34.24]	S[18.85]	S[23.45]	S[23.89]	S[67.55]
09	I look for food products my kids can fix themselves	S[82.25]	S[75.51]	S[30.87]	S[36.00]	S[48.58]	S[166.52]
10	I look for certain foods solely for health reasons	S[16.32]	NS[10.10]	NS[3.72]	S[17.97]	S[12.21]	S[24.82]

Table Number 5.54: Selected Female Internet Users' Overall Opinion on Shopping of Food Products vis-a-vis. Income Group of Selected Respondents

S.No.	Selected Criteria Demographic Variable: Income group	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I always try to buy fat-free/low fat version of a product	S[74.78]	S[75.33]	S[29.82]	S[42.48]	S[37.97]	S[105.10]
02	Worth paying a little more for higher quality food products	NS[6.23]	NS[6.44]	NS[6.18]	S[25.19]	NS[3.23]	S[38.84]
03	Once I found a brand I like, I stick with it	S[51.58]	S[51.53]	S[15.38]	S[40.06]	S[23.85]	S[73.48]
04	I look for nutritionally fortified food products	S[61.68]	S[59.69]	S[24.05]	S[38.66]	S[33.78]	S[116.24]
05	I often use the nutritional labels on food to help me select.	S[78.58]	S[76.68]	S[72.24]	S[52.14]	S[44.77]	S[159.62]
06	I often buy items thought of as organic foods	S[41.10]	S[40.26]	S[25.54]	S[27.85]	S[18.70]	S[109.13]
07	I prefer to buy food items that help me manage my weight	S[38.24]	S[39.08]	S[16.08]	S[24.50]	S[19.38]	S[67.34]
08	I want to buy what my kids ask for	S[62.87]	S[61.57]	S[22.91]	S[20.46]	S[40.59]	S[91.56]
09	I look for food products my kids can fix themselves	S[134.77]	S[133.66]	S[38.10]	S[13.32]	S[76.17]	S[230.79]
10	I look for certain foods solely for health reasons	S[53.74]	S[55.18]	S[19.23]	S[26.84]	S[24.48]	S[101.16]

Table Number 6.55: Selected Female Internet Users' Overall Opinion on Shopping of Food Products vis-a-vis. Educational Qualifications of Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Educational Qualifications	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I always try to buy fat-free/low fat version of a product	S[57.01]	S[69.35]	S[15.76]	S[20.89]	S[32.58]	S[149.24]
02	Worth paying a little more for higher quality food products	S[19.59]	S[29.26]	NS[6.03]	S[20.67]	S[15.28]	S[22.35]
03	Once I found a brand I like, I stick with it	S[59.64]	S[63.09]	NS[14.52]	S[34.92]	S[34.22]	S[94.49]
04	I look for nutritionally fortified food products	S[19.18]	S[17.06]	NS[7.57]	S[54.16]	NS[9.20]	S[63.36]
05	I often use the nutritional labels on food to help me select.	S[28.26]	S[122.04]	S[17.59]	S[67.41]	S[16.08]	S[119.83]
06	I often buy items thought of as organic foods	S[39.27]	S[53.25]	NS[6.07]	S[52.94]	S[20.57]	S[55.42]
07	I prefer to buy food items that help me manage my weight	S[34.55]	S[49.48]	S[22.91]	S[55.11]	S[30.50]	S[57.07]
08	I want to buy what my kids ask for	S[59.35]	S[78.92]	S[30.73]	S[47.17]	S[36.12]	S[106.34]
09	I look for food products my kids can fix themselves	S[78.12]	S[88.30]	S[25.61]	S[21.28]	S[45.00]	S[158.39]
10	I look for certain foods solely for health reasons	S[10.22]	S[22.14]	NS[6.36]	S[36.73]	S[8.60]	S[49.26]

Table Number 5.56: Selected Female Internet Users' Overall Opinion on Shopping of Food Products vis-a-vis. Marital Status of Selected Respondents

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
	Demographic Variable: Marital Status	Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I always try to buy fat-free/low fat version of a product	S[61.90]	S[46.26]	S[15.93]	S[26.79]	S[32.99]	S[71.92]
02	Worth paying a little more for higher quality food products	NS[1.99]	NS[2.14]	NS[.40]	S[16.74]	NS[1.97]	S[25.88]
03	Once I found a brand I like, I stick with it	S[13.62]	S[6.77]	NS[4.88]	S[48.94]	S[6.10]	NS[5.60]
04	I look for nutritionally fortified food products	S[42.32]	S[28.97]	S[8.31]	S[42.97]	S[25.60]	S[46.64]
05	I often use the nutritional labels on food to help me select.	S[80.13]	S[48.26]	S[45.56]	S[14.83]	S[45.74]	S[185.1]
06	I often buy items thought of as organic foods	S[62.06]	S[41.12]	S[25.63]	S[37.78]	S[38.83]	S[110.8]
07	I prefer to buy food items that help me manage my weight	S[34.79]	S[22.13]	S[19.94]	S[33.71]	S[18.23]	S[44.95]
08	I want to buy what my kids ask for	S[6.65]	S[13.81]	NS[.40]	S[10.45]	S[14.29]	NS[11.0]
09	I look for food products my kids can fix themselves	S[49.40]	S[50.11]	S[10.74]	S[21.68]	S[31.87]	S[93.08]
10	I look for certain foods solely for health reasons	NS[2.79]	NS[.92]	NS[1.71]	S[7.25]	NS[1.36]	NS[.156]

- There was no significant association found between Age group vis-à-vis 'I look for certain foods solely for health reasons' in the city of Ahmedabad, Surat.
- Opinion of 'Worth paying a little more for higher quality food products' was found independent of income in case of Baroda, Ahmedabad, Surat & other cities of Gujarat state.
- There was no significant association found between Educational Qualifications vis-à-vis opinion towards Shopping of food products, namely; 'Worth paying a little more for higher quality food products'; 'Once I found a brand I like, I stick with it'; 'I look for nutritionally fortified food products'; 'I often buy items thought of as organic foods' & 'I look for certain foods solely for health' in the city of Surat.
- There was no significant association found between Marital Status vis-à-vis opinion like 'Worth paying a little more for higher quality food products' & 'I look for certain foods solely for health' in the city of Baroda, Ahmedabad, Surat & Rajkot.
- 'Once I found a brand I like, I stick with it', & 'I want to buy what my kids ask for' opinions were found independent to Marital Status in the city of Surat & overall.

- There was no significant association found between Heavy & Light Internet Users vis-à-vis Operational Problems like 'Computer gets hang up frequently'; 'Problem of downloading' & 'Problem of virus'.

Hypothesis: 5.16

There is no significant difference in the overall opinion of Heavy & Light Internet Users, with regard to Website & Webpage related problems faced by Selected Female Internet Users while using Internet.

Table Number 5.52: Selected Female Internet Users' Overall Experience of Website Related Problems vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Problem of expiry of websites	S[32.54]	S[43.44]	S[25.75]	S[36.72]	S[21.03]	S[166.858]
02	Problem of expiry of web Pages	S[32.54]	S[32.80]	S[21.40]	S[29.49]	S[19.42]	S[129.146]
03	Problem of website out look	S[29.21]	S[38.01]	S[22.44]	S[35.44]	S[19.15]	S[150.706]
04	Information on websites are not updated	NS[13.58]	S[20.03]	S[6.79]	S[30.24]	S[10.28]	S[73.736]
05	Ad banners on web pages causes disturbances to me	NS[8.26]	S[29.92]	S[12.74]	S[16.07]	S[13.86]	S[90.517]
06	I do not get necessary guidelines & support while surfing on Internet	S[35.51]	S[59.80]	S[26.32]	S[42.63]	S[28.33]	S[202.723]

- There was no significant association found between Heavy & Light Internet Users vis-à-vis Problems of 'Information on websites are not updated' & 'Ad banners on web pages causes disturbances to me' in the city of Baroda.

Hypothesis: 5.17

The overall opinion of Heavy & Light Internet Users, with regard to Hacking of user account Problem faced by Selected Female Internet User during their use of Internet is equal.

Table Number 5.53: Selected Female Internet Users' Overall Experience of Hacking Problems vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Problem of hacking of user account	S[24.41]	S[42.37]	S[20.04]	S[41.82]	S[24.98]	S[163.525]

Hypothesis: 5.18

There is no significant difference in the overall opinion of Heavy & Light Internet Users, on selected criteria used to measure responses on Opinion of Selected Female Internet User towards Internet.

Table Number 5.54: Selected Female Internet Users' Overall Opinion on Internet vis-à-vis., Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet is ocean of knowledge	NS[13.27]	S[35.59]	S[12.09]	S[10.66]	S[18.80]	S[114.66]
02	Internet increases my level of awareness	S[31.59]	S[38.18]	S[17.15]	NS[1.00]	S[22.36]	S[73.78]
03	Internet is vital to my job	S[27.46]	S[37.35]	S[34.43]	S[23.25]	S[19.66]	S[38.09]
04	Internet is vital to my life	S[52.27]	S[91.62]	S[30.11]	S[48.68]	S[53.57]	S[67.06]
05	Internet helps me to achieve a balance between my life at work and home	S[24.69]	S[59.98]	S[29.19]	S[15.29]	S[29.54]	S[33.09]
06	Internet is helpful in getting information	S[75.41]	S[75.00]	S[23.87]	S[112.39]	S[42.91]	S[212.75]
07	Internet increases level of confidence	NS[8.656]	S[46.20]	S[9.75]	S[75.75]	S[27.92]	S[29.21]
08	It is difficult to imagine life without the Internet	NS[.951]	NS[2.25]	NS[4.03]	S[13.43]	NS[2.43]	NS[2.20]
09	Internet is the best way of Communication	NS[14.73]	S[37.26]	S[21.77]	S[10.66]	S[19.05]	S[63.60]
10	Internet is essential to communicate with my family and friends	S[37.40]	S[51.27]	S[33.11]	S[18.58]	S[24.62]	S[50.01]
11	I trust the news I read on the Internet.	NS[9.01]	S[28.96]	S[18.12]	S[8.91]	S[22.19]	S[114.66]
12	Internet reduces the distance barriers for us	S[23.55]	S[29.80]	NS[3.2]	S[39.07]	S[17.96]	S[73.78]

- There was no significant association found between opinion of Heavy & Light Internet Users vis-à-vis 'It is difficult to imagine life without the Internet' in all of the selected cities except Rajkot.
- In Rajkot one of the opinion i.e., 'Internet increases my level of awareness' was found independent of the usage of Internet.
- Some of the opinion towards Internet such as, 'Internet is ocean of knowledge' 'Internet increases level of confidence'; 'I trust the news I read on the Internet' and 'Internet is the best way of Communication' were found independent of the usage of Internet in the city of Baroda.

Hypothesis: 5.19

There is no significant difference in the overall opinion of Selected Female Heavy & Light Internet Users, on selected criteria used to measure responses on safety and Use of Internet.

Table Number 5.55: Selected Female Internet Users' Overall Opinion on Safety & Use of Internet vis-à-vis. Heavy & Light Usage of Internet

S.NO.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet saves time	NS[4.32]	S[22.08]	NS[3.03]	S[43.94]	S[13.64]	NS[6.88]
02	Internet is reliable	NS[.801]	S[11.76]	S[10.05]	NS[1.26]	S[7.64]	S[13.56]
03	Internet is available 24*7 & 365 days	NS[6.98]	NS[9.82]	NS[2.07]	S[36.97]	S[4.96]	S[60.23]
04	Work done on Internet is fully secured	S[68.27]	S[69.93]	S[55.94]	S[50.53]	S[35.78]	S[74.61]
05	Internet is simple to use	S[51.44]	S[55.34]	S[15.02]	S[54.04]	S[32.00]	S[93.38]
06	Internet is easy to use	S[64.17]	S[72.56]	S[23.52]	S[60.55]	S[39.95]	S[108.50]
07	Internet is economical to use	NS[3.60]	S[26.17]	NS[1.83]	S[40.91]	S[15.00]	S[48.64]

- 'Internet saves time' was found independent of usage of Internet in the city of Baroda, Surat & overall. While 'Internet is reliable' was found having no association with usage of Internet in the city of Baroda, & Rajkot.
- There was no significant association found between Heavy & Light Internet Usage vis-à-vis 'Internet is available 24*7 & 365 days' in the city of Baroda, Ahmedabad, & Surat. 'Internet is economical to use was found independent of usage of Internet in Baroda & Surat.

Hypothesis: 5.20

There are no significant differences in the overall opinion of selected Female Heavy & Light Internet Users, with regard to Drawbacks of Internet faced by Selected Female Internet User during their use of Internet.

Table Number 5.56: Selected Female Internet Users' Overall Opinion on Drawbacks of Internet vis-à-vis Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Use of Internet is waste of time	S[23.64]	S[24.70]	S[5.29]	NS[1.02]	S[13.20]	S[67.06]
02	Use of Internet is waste of money	NS[13.60]	S[20.62]	NS[1.17]	S[13.31]	S[10.90]	S[33.09]
03	Internet ruins an individual	S[55.39]	S[124.51]	S[42.49]	S[34.99]	S[60.93]	S[212.75]

- There was no significant association found between Heavy & Light Internet Usage vis-à-vis 'Use of Internet is waste of time' in Rajkot. 'Use of Internet is waste of money' was found independent of usage of Internet in Baroda & Surat.

Hypothesis: 5.21

There is no significant difference in the overall opinion of Heavy & Light Internet Users, on selected criteria used to measure responses on Online Purchasing on Internet

Table Number 5.57: Selected Female Internet Users' Overall Opinion on Online Shopping of Products & Services vis-à-vis Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Internet helps me to decide products/brands that I want to buy	S[29.80]	S[42.37]	S[31.89]	S[28.87]	S[19.14]	S[36.69]
02	I prefer to collect and compare information available on Internet regarding products/services, before making actual purchase	S[22.78]	S[41.54]	S[18.81]	S[20.67]	S[19.73]	S[26.27]

- There was a similar kind of significant association found between Heavy & Light Internet Users vis-à-vis Online buying/shopping on Internet viz., 'Internet helps me to decide products/brands that I want to buy' & 'I prefer to collect and compare information available on Internet regarding products/services, before making actual purchase' in Baroda, Ahmedabad, Surat, Rajkot and Other cities in the state of Gujarat.

Hypothesis: 5.22

There is no significant difference in the overall opinion of Selected Female Heavy & Light Internet Users, on selected criteria used to measure responses towards Information Technology.

Table Number 5.58: Selected Female Internet Users' Overall Opinion on Drawbacks of Internet vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	Information Technology is an essential part of my life	NS[15.47]	S[43.03]	S[11.86]	S[40.87]	S[25.62]	S[111.51]
02	Information Technology brings fun to my life	NS[2.32]	NS[7.50]	NS[1.60]	S[13.93]	NS[4.83]	S[26.03]
03	I am dependent on Information Technology	S[34.54]	S[63.32]	S[16.04]	S[46.01]	S[36.60]	S[157.75]
04	Wireless technology has made my life easier	NS[11.77]	S[75.33]	S[18.80]	S[12.44]	S[43.05]	S[93.54]
05	Information Technology makes life better	NS[.79]	S[6.47]	NS[2.39]	S[22.98]	S[5.99]	S[12.11]
06	Information Technology changes so fast that it is hard to keep up with it	NS[4.18]	S[39.65]	S[11.95]	S[46.15]	S[25.67]	S[44.37]
07	I cannot imagine life without computers	NS[13.48]	S[33.18]	S[13.11]	S[48.07]	S[16.98]	S[19.51]
08	Awareness of computer has become important for children also	NS[9.44]	S[20.64]	NS[.56]	NS[.56]	NS[10.46]	S[62.69]

- There was significant association found between Heavy & Light Internet Usage vis-à-vis opinion 'I am dependent on Information technology' in the city of Baroda.
- 'Awareness of computer has become important for children also' was found independent of usage of Internet in Baroda, Surat Rajkot & various other cities.
- There was no significant association found between 'Information Technology brings fun to my life' vis-à-vis usage of Internet in the city of Ahmedabad, Surat, & various other cities. In Surat 'Information Technology makes life better' was found independent of usage of Internet.

Hypothesis: 5.23

There is no significant difference in the overall opinion of Heavy & Light Internet Users, on selected criteria used to measure responses on Self-Perception.

Table Number 5.59: Selected Female Internet Users' Overall Opinion on Self-perception vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I am happy with who I am	NS[.94]	NS[3.76]	NS[2.68]	S[5.25]	NS[2.17]	S[20.84]
02	I try to improve myself	NS[6.22]	S[24.59]	NS[9.80]	S[38.83]	S[14.89]	S[41.73]
03	The future offers more and new possibilities	NS[6.33]	S[9.46]	NS[3.24]	S[26.79]	S[5.99]	S[19.60]
04	I am good at what I do	S[19.18]	S[33.48]	S[18.09]	S[43.00]	S[21.23]	S[36.87]
05	I am in excellent physical condition	NS[5.30]	S[33.43]	S[9.60]	S[47.41]	S[20.17]	S[16.35]
06	I enjoy a good family life	NS[12.54]	S[35.40]	S[14.98]	S[31.02]	S[22.42]	S[47.82]
07	I am in control of my life	NS[11.51]	S[17.63]	S[9.77]	S[5.61]	S[10.99]	S[40.67]
08	I am satisfied with my life	S[21.31]	S[54.00]	S[25.86]	S[55.71]	S[35.54]	S[99.58]
09	I try to avoid surprises in life	S[43.50]	S[99.36]	S[47.95]	S[39.83]	S[52.88]	S[215.04]
10	I rarely look back on the past; the present and future are more important	NS[4.82]	S[23.23]	S[13.00]	S[15.24]	S[16.83]	S[35.51]
11	Mental growth is more important to me than material growth	NS[6.28]	S[39.47]	S[13.20]	S[51.34]	S[24.10]	S[26.14]
12	I feel confident in my ability to be successful	S[15.70]	S[33.05]	S[7.52]	S[50.45]	S[17.61]	S[31.31]
13	I am a goal-oriented person	S[18.60]	S[34.93]	S[13.70]	S[38.15]	S[20.26]	S[67.63]
14	I am a self-centered person	S[34.91]	S[44.49]	S[22.21]	S[40.55]	S[22.90]	S[37.78]
15	I enjoy taking risks	S[44.90]	S[46.37]	S[50.03]	S[24.27]	S[25.98]	S[168.40]
16	I believe that I am influential in my community	S[38.96]	S[71.79]	S[44.69]	S[27.69]	S[41.98]	S[125.49]
17	I consider myself to be an innovator	S[24.11]	S[147.07]	S[49.94]	S[36.66]	S[79.94]	S[278.03]
18	Many times I try to do more than one thing at the same time	NS[12.90]	S[33.65]	S[13.14]	S[71.89]	S[19.68]	S[18.60]
19	If I do not write something down, I forget that easily	S[26.44]	S[46.50]	S[33.35]	S[13.50]	S[24.14]	S[34.91]
20	I need to manage my time more efficiently	S[25.26]	S[75.20]	S[28.72]	S[44.78]	S[42.08]	S[44.90]
21	I am able to afford the things that are important to me	NS[10.45]	S[28.03]	NS[9.48]	S[29.87]	S[15.39]	S[28.19]

- There was no significant association found between Heavy & Light Internet Users vis-à-vis 'I am happy with who I am' in the city of Baroda, Ahmedabad, Surat, & various other cities.

Table Number 5.61: Selected Female Internet Users' Overall Opinion Towards TV Advertising vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I like to watch TV advertising	S[72.93]	S[83.39]	S[40.67]	S[67.84]	S[39.04]	S[88.58]
02	I usually fast forward through the advertisements when watching a recorded show	NS[5.13]	S[20.29]	S[11.22]	S[26.35]	S[11.24]	S[33.27]
03	I trust the news that I watch on TV	S[18.32]	S[60.32]	S[17.18]	S[54.80]	S[33.94]	S[81.47]
04	I rarely change channel when a commercial comes on during a TV show I am interested in	S[28.40]	S[43.85]	S[26.38]	S[19.90]	S[22.51]	S[75.90]

- There was no significant association found between Heavy & Light Internet Users vis-à-vis 'I usually fast forward through the advertisements when watching a recorded-show' in Baroda.

Hypothesis: 5.26

There is no significant difference in the overall opinion of Heavy & Light Internet Users, on Selected Criteria used to measure responses on shopping Behaviour.

Table Number 5.62: Selected Female Internet Users' Overall Opinion On Shopping Behaviour vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I prefer to get all my shopping done in one large supermarket	S[23.77]	S[103.29]	S[37.56]	S[95.14]	S[64.36]	S[123.95]
02	I often switch brands because of bargains/special offers	S[29.08]	S[88.449]	S[35.23]	S[85.69]	S[59.73]	S[95.40]
03	I like try/taste samples of products demonstrated	NS[1.62]	S[35.932]	S[23.69]	S[28.82]	S[21.61]	S[62.06]
04	I will go out of my way to shop where I can save money	NS[.450]	S[85.044]	S[13.77]	S[111.51]	S[48.03]	S[72.85]
05	Supermarket private label offer same quality as known brands	NS[3.51]	S[15.374]	S[9.74]	S[19.10]	S[9.18]	S[25.81]
06	I enjoy trying new products even if I'm not sure I'll like it	S[44.24]	S[48.10]	S[37.54]	S[14.14]	S[24.06]	S[129.12]

Hypothesis: 5.27

There is no significant difference in the overall opinion of Heavy & Light Internet Users, on selected criteria used to measure responses on shopping of food products.

Table Number 5.63: Selected Female Internet Users' Overall Opinion on Shopping of Food Products vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I always try to buy fat-free/low fat version of a product	S[29.81]	S[71.66]	S[28.01]	S[85.54]	S[42.48]	S[67.24]
02	Worth paying a little more for higher quality products	NS[5.40]	NS[14.49]	S[4.16]	S[56.72]	NS[8.47]	S[19.69]
03	Once I found a brand I like, I stick with it	S[30.29]	S[52.52]	S[24.10]	S[34.78]	S[28.78]	S[64.48]
04	I look for nutritionally fortified food products	S[25.60]	S[41.01]	S[21.21]	S[63.69]	S[24.66]	S[38.85]
05	I often use the nutritional labels on food to help me select.	S[44.73]	S[99.99]	S[79.29]	S[28.41]	S[58.24]	S[183.36]
06	I often buy items thought of as organic foods	NS[11.87]	S[95.23]	S[35.2]	S[22.54]	S[51.43]	S[147.20]
07	I prefer to buy food items that help me manage my weight	S[21.87]	S[37.966]	S[18.47]	S[51.17]	S[20.26]	S[40.10]
08	I want to buy what my kids ask for	NS[10.50]	S[31.436]	S[18.41]	S[6.15]	S[17.27]	S[91.62]
09	I look for food products my kids can fix themselves	S[16.84]	S[46.076]	S[33.4]	S[20.12]	S[22.09]	S[110.29]
10	I look for certain foods solely for health reasons	NS[4.27]	NS[1.568]	NS[2.73]	NS[9.46]	NS[4.44]	S[17.99]

- There was a significant association found between Heavy & Light Internet Users vis-à-vis shopping of food products by female Internet Users in the city of Baroda except, 'Worth paying a little more for higher quality products', 'I often buy items thought of as organic foods', 'I want to buy what my kids ask for', 'I look for certain foods solely for health reasons'.
- In the city of Ahmedabad there was significant association found between Heavy & Light Internet Users vis-à-vis shopping of food products, except, 'I look for certain foods solely for health reasons', 'Worth paying a little more for higher quality products'.
- In the city of Surat there was significant association found between Heavy & Light Internet Users vis-à-vis safety and shopping of food products, except, 'I look for certain foods solely for health reasons'.
- In the city of Rajkot there was significant association found between Heavy & Light Internet Users vis-à-vis shopping of food products, except, 'I look for certain foods solely for health reasons'.
- In other cities there was significant association found between Heavy & Light Internet Users vis-à-vis shopping of food products, except, 'I look for certain foods solely for health reasons', 'Worth paying a little more for higher quality products'.

Hypothesis: 5.28

There is no significant difference in the overall opinion of Heavy & Light Internet Users, on selected criteria used to measure responses on Social Opinion.

Table Number 5.64: Selected Female Internet Users' Overall Opinion on Social Opinion vis-à-vis. Heavy & Light Usage of Internet

S.No.	Selected Criteria	Result of χ^2 test at 5 Percent level of Significance					
		Baroda	Ahmedabad	Surat	Rajkot	Others	Overall
01	I can make a difference in protecting the environment	NS[1.28]	S[20.48]	S[5.35]	S[37.13]	S[11.97]	NS[4.08]
02	I am willing to spend more money on environmentally friendly products	NS[4.34]	S[8.16]	S[8.29]	S[20.56]	S[5.74]	NS[2.56]
03	I have confidence in the economy of India	S[23.82]	S[29.49]	S[7.94]	S[68.60]	S[14.72]	S[23.09]
04	It is becoming difficult to stay in touch with my friends and family	S[43.36]	S[59.31]	S[38.87]	S[6.44]	S[27.97]	S[32.8]
05	I prefer products made in my own country	NS[11.72]	S[40.44]	S[22.44]	S[21.02]	S[23.52]	NS[2.06]
06	I believe movies and TV present violence as an acceptable part of society	S[29.83]	S[82.97]	S[46.92]	S[17.42]	S[47.03]	NS[10.0]
07	I believe that the media provide me with a fair report of current events	S[26.54]	S[71.55]	S[35.29]	S[58.19]	S[39.76]	S[23.07]
08	I distrust companies that make a lot of noise about their caring social attitude	S[72.66]	S[104.4]	S[52.85]	S[29.83]	S[56.93]	S[44.7]
09	My lifestyle revolves around my child(ren)'s activities	NS[9.47]	S[55.69]	S[18.65]	S[60.06]	S[30.57]	S[21.43]

- There was a significant association found between Heavy & Light Internet Users vis-à-vis Social Opinion of female Internet Users in the city of Baroda except, 'I can make a difference in protecting the environment', 'I am willing to spend more money on environmentally friendly products'.
- In the city of Ahmedabad there was significant association found between Heavy & Light Internet Users vis-à-vis Social Opinion.
- Like Ahmedabad, Surat, Rajkot & Other cities of Gujarat, there was significant association found between Heavy & Light Internet Users vis-à-vis Social Opinion.

NOTE:

Table values for χ^2 at various Degree of Freedom is as following:

- Table Value of χ^2 at 6 Degree of Freedom = 12.59
- Table Value of χ^2 at 3 Degree of Freedom = 7.815
- Table value of χ^2 at 8 Degree of Freedom = 15.507
- Table Value of χ^2 at 4 Degree of Freedom = 9.488
- Table Value of χ^2 at 1 Degree of Freedom = 3.841
- Table Value of χ^2 at 2 Degree of Freedom = 5.991

ONE WAYANNOVA FOR SELECTED FEMALE INTERNET USERS' OVERALL OPINION ON PROBLEMS FACED BY SELECTED FEMALE INTER USERS WHILE USING INTERNET

Hypothesis: 5.29

Mean of Overall Opinion on Problems faced by selected Female Internet Users during Internet usage is equal in terms of Place of selected respondents and an alternative hypothesis is at least one mean is different from the other.

Table Number 5.74: Descriptive Statistics Considering Place of Selected Female Internet users on Problems Faced While Using Internet

Place of Respondents	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	25.4223	251	7.73285	.48809
Ahmedabad	25.3960	250	7.73709	.48934
Surat	25.4120	250	7.71338	.48784
Rajkot	25.7658	222	7.90264	.53039
Others	25.6276	145	7.83328	.65052
Total	25.5089	1118	7.76394	.23220

Mean of every place was more or less same, which shows that place has no effect on problems being faced by selected Female Internet Users' while using Internet.

Test of Homogeneity of Variances:

Table Number 5.75: Test of Homogeneity of Variances on Overall Experience on Problems Faced By Selected Female Internet Users During Use of Internet Belonging To Different Places

Levene Statistic	df1	df2	Sig.
.163	4	1113	.957

The results of Levene's Test revealed that the 'P' value was 0.957, which are more then 0.05. It implies that null hypothesis is to be accepted & variance of all selected groups was found as equal.

Analysis of Variance:

Table Number 5.76: ANOVA Table for Overall Experience on Problems Faced By Selected Female Internet Users Belonging To Different Places

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.106	4	6.027	.100	.983
Within Groups	67307.305	1113	60.474		
Total	67331.411	1117			

The variation between the groups was 24.106 and within group were 67307.30. It means that variation within groups was higher than variation between groups of selected cities.

As 'P' value (0.98) is more than 0.05, null hypothesis is to be accepted, It shows that means of all of the cities are equal.

Hypothesis: 5.30

Mean of selected female Internet users' Overall experience on Problems faced vis-à-vis age of respondents is equal & an alternative hypothesis was that at least one mean is different from other.

Table Number: 5.77: Descriptive Statistics Considering Age Groups of Selected Female Internet Users on Problems Faced While Using Internet

Age Group	Mean	N	Std. Deviation	Std. Error of Mean
Below 25 Years	19.2930	273	4.17475	.25267
26-35 Years	29.2846	376	7.52818	.38824
36-45 Years	26.0938	448	7.37097	.34825
Over 46 Years	26.2381	21	6.99932	1.52738
Total	25.5089	1118	7.76394	.23220

The above table indicates that the mean of below 25 years was minimum that is, 19.29, while mean of age group 26 to 35 years was maximum that is, 29.28, it implies that Age had effect on experience of selected female Internet Users' while making use of Internet.

Test of Homogeneity of Variances:

Table Number 5.78: 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

Levene Statistic	df1	df2	Sig.
67.398	3	1114	.000

The results of Levene's test showed that the 'P' value (0.000) was less than 0.05. It means that null hypothesis is to be rejected. It implied that variance amongst all groups was not equal.

Analysis of Variance:

Table Number 5.79: 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

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16072.43	3	5357.47	116.43	.000
Within Groups	51258.97	1114	46.01		
Total	67331.41	1117			

The variation between the all Age groups was 16072.43 and within group were 51258.97. The variation within groups was higher than variation between groups of Ages.

As 'P' value (0.00) is < 0.05 that means at least one Age Group was different from the other Age Group, & null hypotheses is to be rejected.

Hypotheses: 5.31

Mean of selected female Internet users' Overall experience on Problems faced vis-à-vis income of respondents is equal & an alternative hypothesis was that at least one mean is different from other.

Table Number 5.80: Descriptive Statistics Considering Income Groups of Selected Female Internet Users on Problems Faced While Using Internet

Annual Income	Mean	N	Std. Deviation	Std. Error of Mean
Up to Rs.90,000	24.5906	171	6.43673	.49223
Rs1,35,001 - 1,80,000	27.7315	108	6.75417	.64992
Rs 1, 80,001- 3, 00,000	26.2778	144	5.49945	.45829
More than Rs 3, 00,001	25.2302	695	8.51048	.32282
Total	25.5089	1118	7.76394	.23220

The above table indicates that mean of Income below Rs. 90,000 was minimum,i.e.,24.59,While mean of Annual Income group Rs 1,35,001 - 1,80,000 was maximum.i.e.,27.73,it implied that Income had effect on experience of selected Female Internet Users' while making use of Internet.

Test of Homogeneity of Variances:

Table Number 5.81: Test of Homogeneity of Variances for Overall experience on Problem faced By Female Internet Users vis-à-vis Income Group of selected respondents

Levene Statistic	df1	df2	Sig.
57.636	3	1114	.000

The results of Levene's test showed that the 'P' value (0.000) was less than 0.05. It meant that null hypothesis was rejected. It implied that variance amongst all groups was not equal.

Analysis of Variance:

Table Number 5.82: 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

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	816.798	3	272.266	4.560	.003
Within Groups	66514.612	1114	59.708		
Total	67331.411	1117			

The variation between the all Age groups was 816.7 and within group the variation was 66514.6. The variation within groups is higher than variation between groups of Ages.

According to null hypothesis variance amongst all selected groups is equal and alternative hypotheses stated that at least one mean is different from other. As significance value (0.03) is < 0.05 that means at least one Age Group is different from the other Age Group & null hypotheses is to be rejected.

Hypotheses: 5.32

Mean of selected female Internet users' Overall experience on Problems faced vis-à-vis Educational Qualifications of respondents is equal & an alternative hypothesis was that at least one mean is different from other.

Table Number 5.83: Descriptive Statistics Considering Educational Qualifications of Selected Female Internet Users on Problems Faced While Using Internet

Educational Qualifications	Mean	N	Std. Deviation	Std. Error of Mean
Graduation	22.5075	465	6.79760	.31523
Post-graduation	28.5066	458	7.94903	.37143
Doctorate	27.2072	111	8.35694	.79321
Professional	23.5357	84	2.14221	.23373
Total	25.5089	1118	7.76394	.23220

The above table indicated that the mean of graduates was minimum & of post-graduates was maximum, which implies that education has effect on problems experienced by Female Internet Users' while using Internet.

Test of Homogeneity of Variances:

Table Number 5.84: Test Of Homogeneity of Variances For Overall Experience on Problem Faced By Female Internet Users vis-à-vis Educational Qualifications of Selected Respondents

Levene Statistic	df1	df2	Sig.
87.537	3	1114	.000

The results of Levene's test showed that the 'P' value (0.00) was less than 0.05. It implies that variance of all groups was not equal & null hypothesis was to be rejected.

Analysis of Variance:

Table Number 5.85: ANOVA Table on Overall Experience of Selected Female Internet Users on Problems Faced in Use of Internet vis-a-vis Educational Qualifications of Selected Respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8951.579	3	2983.860	56.938	.000
Within Groups	58379.831	1114	52.406		
Total	67331.411	1117			

The variation between all Age groups was 8951.579 and within group was 58379.831. The variation within groups is higher than variation between the groups.

It was hypothesized that variance amongst all selected groups is equal and alternative hypotheses was that at least one variance is different from other. As 'P' value (0.00) was less than 0.05, null hypothesis was being rejected, that means a one Educational Qualifications is different from the other Educational Qualifications.

Hypotheses: 5.33

Mean of selected female Internet users' Overall experience on Problems faced vis-à-vis Marital Status of respondents is equal & an alternative hypothesis was that at least one mean was different from other.

Table Number 5.86: Descriptive Statistics Considering Marital Status Of Selected Female Internet Users on Problems Faced While Using Internet

Marital Status	Mean	N	Std. Deviation	Std. Error of Mean
Unmarried	21.7383	447	6.08541	.28783
Married	28.0209	671	7.74844	.29913
Total	25.5089	1118	7.76394	.23220

Mean of unmarried female respondents is less than the mean of married female Internet users, which shows that Marital Status has an effect on problems faced by Female Internet Users' during use of Internet.

Test of Homogeneity of Variances:

Table Number 5.87: Test of Homogeneity Of Variances For Overall Opinion on Problem Faced By Female Internet Users During Use of Internet of Different Marital Status

Levene Statistic	df1	df2	Sig.
67.398	3	1114	.000

The above table indicates the Levene's test of homogeneity of variance through which verification can be done about the equality of variance of all Cities. The results of Levene's test showed that the 'P' value (0.000) is less than 0.05. It means that our null hypothesis has been rejected, & means are different.

Analysis of Variance:

Table Number 5.88: ANOVA Table for Overall Opinion of Female Internet Users Belonging to Different Marital Status on Problems Faced During Use of Internet

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16072.431	3	5357.477	116.433	.000
Within Groups	51258.979	1114	46.013		
Total	67331.411	1117			

The variation between the groups is 16072.43 and within group the variation is 51258.97. The variation within groups is higher than variation between groups of married, unmarried females.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. As null hypotheses was being rejected because of 'P' value (0.00) is < 0.05 that means at least one Age Group is different from the other Group.

Hypothesis: 5.34

Mean of Overall Opinion on Internet is equal in terms of Place of Respondents and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.89: Descriptive Statistics Considering Place of Selected Female Internet User on Overall Opinion on Internet

Place of Respondents	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	54.8127	251	5.53830	.34957
Ahmedabad	53.8600	250	5.58544	.35325
Surat	53.8600	250	5.58544	.35325
Rajkot	55.7748	222	8.07844	.54219
Others	53.9586	145	5.42995	.45093
Total	54.4669	1118	6.16864	.18449

Mean of every place is more or less same, which shows that place has little effect on opinion of Female Internet Users', towards Internet.

Test of Homogeneity of Variances:

Table Number 5.90: Test of Homogeneity of Variances for Overall Opinion on Internet of Selected Female Internet Users Belonging to Different Places

Levene Statistic	df1	df2	Sig.
21.519	4	1113	.000

The above table indicates the Levene's test of homogeneity of variance through which verification can be done about the equality of variance of all Cities. Results of Levene's test showed that the significant value (0.000) is less than 0.05. It means that our null hypothesis has been rejected; variance of all groups is not equal.

Analysis of Variance:

Table Number 5.91: ANOVA Table for Overall Opinion towards Internet, of Female Internet Users Belonging to Different Places

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	631.386	4	157.846	4.196	.002
Within Groups	41872.890	1113	37.622		
Total	42504.275	1117			

The variation between the groups of all cities is 631.3 and within group the variation is 41872.8. The variation within groups was higher then variation between groups of cities.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. As a null hypothesis is rejected because of significance value (0.00) is less than 0.05 that means that mean of single city is different from the other city.

Hypotheses: 5.35

Mean of Overall Opinion on Internet vis-à-vis Age of Respondents is equal and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.92: Descriptive Statistics Considering Age of Selected Female Internet User on Overall Opinion on Internet

Age Group	Mean	N	Std. Deviation	Std. Error of Mean
Below 25 Years	55.9597	273	5.14587	.31144
26-35 Years	53.3085	376	6.64494	.34269
36-45 Years	54.5692	448	6.20346	.29309
Over 46 Years	53.6190	21	4.52190	.98676
Total	54.4669	1118	6.16864	.18449

Mean of each group is different from other though the difference is small, which shows that Age has little effect on opinion of Female Internet Users' towards Internet.

Test of Homogeneity of Variances:

Table Number 5.93: Test of Homogeneity of Variances for Overall Opinion on Internet of Selected Female Internet Users Belonging to Different Age Groups

Levene Statistic	df1	df2	Sig.
6.182	3	1114	.000

Results of Levene's test showed that the 'P' value (0.000) was less than 0.05. It means that our null hypothesis has been rejected, & It means variance of all groups was not equal.

Analysis of Variance:

Table Number 5.94: ANOVA Table for Overall Opinion Towards Internet of Selected Female Internet Users Belonging to Different Age Groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1132.699	3	377.566	10.167	.000
Within Groups	41371.577	1114	37.138		
Total	42504.275	1117			

The variation between the all Age groups was 1132.6 and within group the variation was 41371.5. The variation within groups was higher than variation between groups of Ages.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance was different from other. Null hypotheses was rejected because of 'P' value (0.00) is < 0.05 that means at least one Age Group is different from the other Age Group.

Hypotheses: 5.36

Mean of Overall Opinion on Internet vis-à-vis., Income of Respondents is equal in terms of and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.95: Descriptive Statistics Considering Income of Selected Female Internet on Overall Opinion on Internet

Annual Income	Mean	N	Std. Deviation	Std. Error of Mean
Up to Rs.90,000	54.8187	171	5.03247	.38484
Rs1,35,001 - 1,80,000	54.7315	108	4.44406	.42763
Rs 1, 80,001- 3, 00,000	53.9097	144	5.54563	.46214
More than Rs 3, 00,001	54.4547	695	6.74935	.25602
Total	54.4669	1118	6.16864	.18449

Mean of every place was more or less same, which implied that Income has little effect on opinion of Female Internet Users', towards Internet.

Test of Homogeneity of Variances:

Table Number 5.96: Test of Homogeneity of Variances on Overall Opinion towards Internet of Selected Female Internet Users Belonging to Different Income Groups

Levene Statistic	df1	df2	Sig.
8.472	3	1114	.000

The above table indicates the Levene's test of homogeneity of variance through which verification can be done about the equality of variance of all Cities.

Results of Levene's test showed that the 'P' Value (0.00) is less than 0.05. It means that our null hypothesis has been rejected & variance of all groups is not equal.

Analysis of Variance:

Table Number 5.97: ANOVA Table For Overall Opinion Towards Internet of Selected Female Internet Users Belonging to Different Income Groups

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	73.534	3	24.511	.644	.587
Within Groups	42430.742	1114	38.089		
Total	42504.275	1117			

The variation between the all Age groups is 73.5 and within group the variation is 42430.7. The variation within groups is higher than variation between groups of Income.

According to null hypothesis variance of all groups was equal and our alternative hypotheses implied that at least one variance is different from other. As 'P' value (0.587) is > 0.05 that means at least one Income group is different from the other Income group & null hypotheses was rejected.

Hypotheses: 5.37

Mean of Overall Opinion on Internet vis-à-vis Educational Qualifications of Respondents is equal in terms of and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.98: Descriptive Statistics, Considering Place of Selected Female Internet on Overall Opinion on Internet

Educational Qualifications	Mean	N	Std. Deviation	Std. Error of Mean
Graduation	55.1075	465	5.33907	.24759
Post-graduation	53.3908	458	7.40764	.34614
Doctorate	55.0721	111	4.83869	.45927
Professional	55.9881	84	2.83903	.30976
Total	54.4669	1118	6.16864	.18449

The above table indicates the descriptive statistics of opinion of Female Internet Users' of different Educational Qualifications, towards Internet. Mean of every place is more or less same, which shows that place has little effect on opinion of Female Internet Users', towards Internet.

Test of Homogeneity of Variances:

Table Number 5.99: Test of Homogeneity of Variances for Overall Opinion on Internet of Selected Female Internet Users of different Educational Qualifications

Levene Statistic	df1	df2	Sig.
35.154	3	1114	.000

The above table indicates the Levene's test of homogeneity of variance through which verification is done about the equality of variance of Educational Qualifications.

Results of Levene's test showed that the 'P' value (0.00) is less than 0.05. It means that our null hypothesis has been rejected, & variance of all groups is not equal.

Analysis of Variance:

Table Number 5.100: ANOVA Table for Overall Opinion towards Internet of Selected Female Internet Users Belonging to Different Educational Qualifications

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	956.199	3	318.733	8.546	.000
Within Groups	41548.077	1114	37.296		
Total	42504.275	1117			

The variation between the all Age groups was 956.19 and within group was 41548.0. The variation within the groups was higher than variation between groups of different Educational Qualifications.

According to null hypothesis variance of all groups was equal and our alternative hypotheses stated that at least one variance is different from other. As null hypotheses is rejected because of 'P' value (0.00) is < 0.05 that means at least one Age Group is different from the other Age Group.

Hypotheses: 5.38

Mean of Overall Opinion on Internet is equal in terms of Marital Status of Respondents and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.101: Marital Status Wise Descriptive Statistics of Overall Opinion of Selected Female Internet Users Towards Internet

Marital Status	Mean	N	Std. Deviation	Std. Error of Mean
Unmarried	55.3535	447	5.28518	.24998
Married	53.8763	671	6.63108	.25599
Total	54.4669	1118	6.16864	.18449

The above table indicates the descriptive statistics of opinion towards Internet of Female Internet Users' having different Marital Status. Mean of married & unmarried female Internet users has little difference, which shows that Marital Status has little effect on opinion towards Internet.

Test of Homogeneity of Variances

Table Number 5.102: Test of Homogeneity of Variances for Overall Opinion on Internet of Selected Female Internet Users of different Marital Status

Levene Statistic	df1	df2	Sig.
6.182	3	1114	.000

The results of Levene's test showed that the 'P' value (0.000) is less than 0.05. It means that our null hypothesis has been rejected & variance of both of the groups is not equal.

Analysis of Variance:

Table Number 5.103: ANOVA Table For Overall Opinion Towards Internet of Selected Female Internet Users of Different Marital Status

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1132.699	3	377.566	10.167	.000
Within Groups	41371.577	1114	37.138		
Total	42504.275	1117			

The variation between the all Age groups is 1132.69 and within group the variation is 41371.57. The variation within groups is higher than variation between the groups.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. As null hypotheses are rejected because 'P' value (0.00) is < 0.05 that means one Group is different from the other Group.

Hypotheses: 5.39

Mean of Overall Opinion on Internet is equal in terms of Place of Respondents and an alternative hypothesis is that at least one mean is different from other

Table Number 5.104: Descriptive Statistics of AIOs of Female Internet Users of selected cities in Gujarat

Place of Respondents	Mean	N	Std. Deviation	Std. Error of Mean
Baroda	162.2351	251	14.96117	.94434
Ahmedabad	162.2840	250	14.97103	.94685
Surat	162.2960	250	14.96798	.94666
Rajkot	150.6036	222	23.00040	1.54369
Others	161.2621	145	14.83662	1.23211
Total	159.8238	1118	17.44253	.52166

The above table indicates the descriptive statistics of lifestyle of Female Internet Users'. Mean of every place is more or less same, which shows that place has little effect on lifestyle of Female Internet Users'.

Test of Homogeneity of Variances

Table Number 5.105: Test of Homogeneity of Variances for Overall Opinion on AIOs, of Selected Female Internet Users Belonging to Different Cities

Levene Statistic	df1	df2	Sig.
24.571	4	1113	.000

The results of Levene's test showed that the 'P' value (0.00) is less than 0.05. It means that our null hypothesis has been rejected & variance of all groups is not equal.

Analysis of Variance:

Table Number 5.106: ANOVA Table for Overall Opinion on AIOs, of Selected Female Internet Users Belonging to Different Places

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23673.065	4	5918.266	20.834	.000
Within Groups	316165.222	1113	284.066		
Total	339838.287	1117			

The variation between the all places was 16072.43 and within group the was 51258.97. The variation within groups was higher than variation between groups.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. As 'P' value (0.00) is < 0.05, null hypotheses are rejected because of that shows at least one place is different from the other place.

Hypotheses: 5.40

Mean of Overall Opinion on Internet is equal in terms of Age of Respondents and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.107: Descriptive Statistics of AIOs of Female Internet Users of Different Age Group

Age Group	Mean	N	Std. Deviation	Std. Error of Mean
Below 25 Years	154.9634	273	14.61612	.88461
26-35 Years	160.6197	376	20.57692	1.06117
36-45 Years	162.4978	448	15.00142	.70875
Over 46 Years	151.7143	21	23.54388	5.13770
Total	159.8238	1118	17.44253	.52166

The above table indicates the descriptive statistics of lifestyle of Female Internet Users' belonging to different age groups. Mean of every place is not same, which shows that age has effect on lifestyle of Female Internet Users'.

Test of Homogeneity of Variances:

Table Number 5.108: Test of Homogeneity of Variances for Overall Opinion on AIOs of Selected Female Internet Users Belonging to Different Age Groups

Levene Statistic	df1	df2	Sig.
22.856	3	1114	.000

The above table indicates the Levene's test of homogeneity of variance through which verification can be done about the equality of variance of all age groups. Results of Levene's test showed that the 'P' Value (0.000) is less than 0.05. It means that our null hypothesis has been rejected & variance of all groups is not equal.

Analysis of Variance:

Table Number 5.109: ANOVA Table for Overall Opinion on AIOs of Selected Female Internet Users Belonging to Different Age Groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11271.756	3	3757.252	12.739	.000
Within Groups	328566.532	1114	294.943		
Total	339838.287	1117			

The variation between the all Age groups is 11271.75 and within group the variation is 328566.53. The variation within groups is higher than variation between groups of Ages.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. As null hypotheses are rejected because of 'P' Value (0.00) is < 0.05 that means at least one Age Group is different from the other Age Group.

Hypotheses: 5.41

Mean of Overall Opinion on Internet is equal in terms of Income of Respondents and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.110: Descriptive Statistics Of AIOs of Selected Female Internet Users of Different Income Group

Annual Income	Mean	N	Std. Deviation	Std. Error of Mean
Up to Rs.90,000	160.3216	171	12.17647	.93116
Rs1,35,001 - 1,80,000	161.6574	108	19.64363	1.89021
Rs 1, 80,001- 3, 00,000	153.5486	144	12.54409	1.04534
More than Rs 3, 00,001	160.7165	695	18.75879	.71156
Total	159.8238	1118	17.44253	.52166

The above table indicates the descriptive statistics of lifestyle of Female Internet Users' belonging to different Income groups. Mean of every place is not same, but the difference is not large, which shows that place has little effect on lifestyle of Female Internet Users' of different Income.

Test of Homogeneity of Variances

Table Number 5.111: Test of Homogeneity of Variances for Overall Opinion on AIOs of Female Internet Users Belonging to Different Income Group

Levene Statistic	df1	df2	Sig.
26.257	3	1114	.000

The above table indicates the Levene's test of homogeneity of variance through which verification can be done about the equality of variance of all Income groups. Results of Levene's test showed that the 'P' value (0.000) is less than 0.05. It means that our null hypothesis has been rejected & variance of all groups is not equal.

Analysis of Variance:

Table Number 5.112: ANOVA Table for Overall Opinion on AIOs of Selected Female Internet Users, Belonging to Different Income Groups

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6629.834	3	2209.945	7.388	.000
Within Groups	333208.453	1114	299.110		
Total	339838.287	1117			

The variation between the all Age groups is 6629.83 and within group the variation is 333208.45. The variation within groups is higher than variation between groups of Ages.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. As null hypotheses is rejected because of 'P' value (0.00) is < 0.05 that means at least one Income group is different from the other Income Group.

Hypotheses: 5.42

Mean of Overall Opinion on Internet is equal in terms of Education of Respondents and an alternative hypothesis is that at least one mean is different from other.

Table Number 5.113: Education wise Descriptive Statistics of AIOs of Selected Female Internet Users

Educational Qualifications	Mean	N	Std. Deviation	Std. Error of Mean
Graduation	158.1376	465	14.72237	.68273
Post-graduation	160.3013	458	19.93306	.93141
Doctorate	160.1892	111	18.43293	1.74958
Professional	166.0714	84	13.70673	1.49553
Total	159.8238	1118	17.44253	.52166

The above table indicates the descriptive statistics of lifestyle of Female Internet Users' of different Educational Qualifications. Mean of every category has little difference from other category, which shows that education has an effect on lifestyle of Female Internet Users'.

Test of Homogeneity of Variances

Table Number 5.114: Test of Homogeneity of Variances for Overall Opinion of Female Internet Users on AIOs Belonging to Different Educations

Levene Statistic	df1	df2	Sig.
11.431	3	1114	.000

The results of Levene's test showed that the significant value (0.000) is less than 0.05. It means that our null hypothesis has been rejected & variance of all groups is not equal.

Analysis of Variance:

Table Number 5.115: ANOVA Table for Overall Opinion on AIOs, of Selected Female Internet Users of Different Educations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4720.078	3	1573.359	5.230	.001
Within Groups	335118.209	1114	300.824		
Total	339838.287	1117			

The variation between the all Age groups is 4720.07 and within group the variation is 335118.2. The variation within groups is higher than variation between groups.

According to null hypothesis variance of all groups was equal and our alternative hypotheses states that at least one variance is different from other. Null hypotheses is rejected because of 'P' value (0.00) is < 0.05 that means at least one Group is different from the other Group.
