

ANNEXURE-X

FINDINGS OF THE RESEARCH STUDY IN RAJKOT

| Result of χ^2 test at 5 percent level of significance | | | | |
|--|-----|--------|---------------------------|----------------|
| EXPERIENCE ON PROBLEMS FACED BY FEMALE INTERNET USERS IN USE OF INTERNET | | | | |
| | Age | Income | Educational Qualification | Marital Status |
| problem of disconnection | S | NS | S | S |
| Computer gets hang up frequently | S | S | S | S |
| problem of downloading | S | NS | S | S |
| problem of virus | NS | S | S | NS |
| problem of speed in Internet | S | S | S | S |
| problem of expiry of websites | S | NS | S | S |
| problem of expiry of web Pages | S | S | S | S |
| problem of website out look | S | S | S | NS |
| Information on websites are not updated | S | NS | S | NS |
| Ad banners on web pages causes disturbances to me | S | S | S | NS |
| I do not get necessary guidelines & support while surfing on Internet | S | S | S | NS |
| problem of hacking of user account | NS | S | S | S |
| OPINION TOWARDS INTERNET | | | | |
| Internet is ocean of knowledge | S | NS | S | NS |
| Internet increases my level of awareness | S | NS | S | NS |
| Internet is vital to my job | S | NS | S | S |
| Internet is vital to my life | S | NS | S | S |
| Internet helps me to achieve a balance between my life at work and home | S | NS | S | NS |
| Internet is helpful in getting information | S | NS | S | NS |
| Internet increases level of confidence | S | NS | S | S |
| It is difficult to imagine life without the Internet | S | S | S | NS |
| Internet is the best way of Communication | S | NS | S | NS |
| Internet is essential to communicate with my family and friends | S | NS | S | NS |
| I trust the news I read on the Internet. | S | S | S | S |
| Internet reduces the distance barriers for us | NS | S | S | NS |
| Internet saves time | S | NS | S | NS |
| Internet is reliable | S | NS | S | NS |
| Internet is available 24*7 & 365 days | NS | NS | S | NS |
| Work done on Internet is fully secured | S | NS | S | S |
| Internet is simple to use | S | NS | S | NS |
| Internet is easy to use | S | NS | S | S |
| Internet is economical to use | S | S | S | NS |
| Use of Internet is waste of time | S | NS | NS | NS |
| Use of Internet is waste of money | S | NS | NS | NS |
| Internet ruins an individual | S | NS | S | NS |
| Internet helps me to decide products/brands that I want to buy | S | S | S | NS |
| I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase | S | S | S | NS |

| OPINION TOWARDS INFORMATION TECHNOLOGY | | | | |
|---|-----|--------|---------------------------|----------------|
| | Age | Income | Educational Qualification | Marital Status |
| Information Technology is an essential part of my life | S | NS | S | S |
| Information Technology brings fun to my life | NS | S | S | S |
| I am dependent on Information Technology | S | NS | S | S |
| Information Technology makes life better | S | NS | S | NS |
| Information Technology changes so fast that it is hard to keep up with it | S | NS | S | S |
| I cannot imagine life without computers | S | S | S | S |
| Awareness of computer has become important for children also | NS | NS | S | NS |
| OPINION TOWARDS SELF PERCEPTION | | | | |
| I am happy with who I am | S | S | S | NS |
| I try to improve myself | S | S | S | NS |
| The future offers more and new possibilities | S | S | S | NS |
| I am good at what I do | S | NS | S | S |
| I am in excellent physical condition | S | S | S | S |
| I enjoy a good family life | S | S | S | S |
| I am in control of my life | S | S | S | S |
| I am satisfied with my life | S | S | S | S |
| I try to avoid surprises in life | S | NS | S | S |
| I rarely look back on the past; the present and future are more important | S | S | S | S |
| Mental growth is more important to me than material growth | S | S | S | S |
| I feel confident in my ability to be successful | S | S | S | S |
| I am a goal-oriented person | S | S | S | S |
| I am a self-centered person | S | S | S | S |
| I enjoy taking risks | S | S | S | S |
| I believe that I am influential in my community | S | S | S | S |
| I consider myself to be an innovator | S | S | S | S |
| Many times I try to do more than one thing at the same time | S | S | S | S |
| If I do not write something down, I forget that easily | S | S | S | S |
| I need to manage my time more efficiently | S | S | S | S |
| I am able to afford the things that are important to me | S | S | NS | S |
| OPINION TOWARDS STATUS CONSCIOUSNESS | | | | |
| Many times I buy those things which I cannot really afford | S | S | S | S |
| I believe price is the best indicator of quality | S | S | S | S |
| Having upscale, luxury items makes me feel better about myself | S | S | S | S |
| I use to buy expensive clothing | S | S | S | NS |
| I like going on expensive vacations | S | NS | S | S |
| I like having expensive jewelry/watches | NS | S | S | NS |
| I like dining at "in" restaurants | NS | S | NS | NS |
| I like shopping at prestigious stores | S | S | S | NS |
| I like to be tidy and attractive | S | S | S | S |

| SOCIAL OPINION | | | | |
|--|-----|--------|---------------------------|----------------|
| | Age | Income | Educational Qualification | Marital Status |
| I can make a difference in protecting the environment | S | S | S | S |
| I am willing to spend more money on environmentally friendly products | S | S | S | NS |
| I have confidence in the economy of India | S | S | S | S |
| It is becoming difficult to stay in touch with my friends and family | S | NS | S | S |
| I prefer products made in my own country | S | S | S | NS |
| I believe movies and TV present violence as an acceptable part of society | S | NS | S | S |
| I believe that the media provide me with a fair report of current events | S | NS | S | S |
| I distrust companies that make a lot of noise about their caring social attitude | NS | S | S | S |
| My lifestyle revolves around my child(ren)'s activities | S | S | S | S |
| OPINION TOWARDS SHOPPING | | | | |
| I prefer to get all my shopping done in one large supermarket | S | S | S | S |
| I often switch brands because of bargains/special offers | S | S | S | S |
| I like try/taste samples of products demonstrated | S | S | S | S |
| I will go out of my way to shop where I can save money | S | S | S | S |
| Supermarket private label offer same quality as known brands | S | S | S | S |
| I enjoy trying new products even if I'm not sure I'll like it | S | S | S | NS |
| OPINION TOWARDS FOOD SHOPPING | | | | |
| I always try to buy fat-free/low fat version of a product | S | S | S | S |
| Worth paying a little more for higher quality food products | S | NS | S | S |
| Once I found a brand I like, I stick with it | S | S | S | S |
| I look for nutritionally fortified food products | S | S | S | S |
| I often use the nutritional labels on food to help me select. | S | S | S | S |
| I often buy items thought of as organic foods | S | S | S | S |
| I prefer to buy food items that help me manage my weight | S | S | S | S |
| I want to buy what my kids ask for | S | S | S | S |
| I look for food products my kids can fix themselves | S | S | S | S |
| I look for certain foods solely for health reasons | S | S | S | S |