

India Online 2009 Online Travel Booking

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Abstracts

The India Online study helps in understanding the status and net usage behavior and preferences of online Indians. It not only provides the most recent estimates on the Internet user-ship, growth and penetration in India but also gives a highly 'insightful' understanding of the current net usage behavior and preferences of various types of online Indians.



Contents

India Online 2009

India Online 2009 Reports

Methodology

Executive Summary

Key Findings

Reading the Graphs & Tables

Popularity of Online Activities

Preferred Net Activities

Most Popular Websites

Online Buying Behavior

Demographic Profile

Socio-Economic Profile

Economic Profile

Net Usage Status

Net Usage Dynamics

Preferred Net Activities

Most Used Websites

Most Used Offline Media Brands

Segment Wise Detailed Tables

Appendix



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