A RESEARCH PAPER ON CLUSTER ANALYSIS OF THE
INTERNET USERS IN TIRUCHIRAPPALLI DISTRICT

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ABSTRACT
The Internet has radically changed the way we study, work and conduct business today. The Internet offers countless types of services including communication, information, entertainment and transactions. The percentage of internet users has been accelerating year by year. The difference in internet usage can be attributed to their socio economic status and the place in which they reside. The researcher has made an attempt to study the pattern of internet usage in Tiruchirappalli district to cluster them into groups. The study adopted a descriptive survey method to investigate the key uses of internet among internet adopters in Tiruchirappalli. The study sample of 100 respondents was selected using purposive sampling method within the Corporation limit. This study identifies three types of internet users (Initial, Multiple and High end) based on cluster analysis. The differences among the three groups were assessed based on gender, age, qualification, occupation, residential area, family income, daily usage hours and years of accessing internet. Each group has been identified though their unique characteristic features to distinguish them.

KEYWORDS: Cluster analysis, High end users, Internet services, multiple users, Tiruchirappalli.

REFERENCES:


