

“AN EXPLORATORY STUDY OF THE INFLUENCES OF MOBILE APPLICATIONS’ QUALITY AND SMARTPHONES’ ATTRIBUTES ON SELECTED MOBILE SHOPPERS’ BUYING BEHAVIOUR IN SELECTED CITIES OF GUJARAT”

LIST OF ANNEXURES

SR. NO.	ANNEXURE NUMBER	PARTICULARS	PAGE NUMBER
1	1	Map of Gujarat State	432
2		Review of Literature in Tabular format	433
	2.1	Summary Of Review Of Literature On Mobile Commerce – Adoption Of Mobile Commerce	433
	2.2	Summary Of Review Of Literature On Mobile Commerce – Advantages Of Mobile Commerce	440
	2.3	Summary Of Review Of Literature On Mobile Commerce – Mobile Shopping App	442
	2.4	Summary Of Review Of Literature On Mobile Commerce – Smart Phone Attributes	445
	2.5	Summary Of Review Of Literature On Mobile Commerce – Security And Trust	448
	2.6	Summary Of Review Of Literature On Mobile Commerce – Mobile Shoppers’ Behaviour	451
3		Structured Non-Disguised Questionnaire used in the Research Study	456
4		Frequency distribution and percentage (Table numbers: 4.12-4.13; 4.21-4.36)	462