AN ABSTRACT of THESIS ENTITLED

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

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AN ABSTRACT OF THE PH.D. THESIS:

The research study was conducted to know the awareness of the m-shoppers towards smartphone shopping applications and to explore the influence of quality of Mobile Applications and Smartphone attributes on selected m-shoppers buying behaviour in selected four cities viz; Vadodara, Ahmedabad, Surat and Rajkot. The conceptual framework, analysis and results of the research study has been organized in to six chapters, which are given in brief here.

CHAPTER ONE: AN OVERALL REVIEW AND CONCEPTUAL FRAMEWORK OF M-COMMERCE AND M-SHOPPING:

The first chapter of the research study is titled as "A conceptual framework of m-commerce". The chapter has described the evolution of m-commerce in different eras, moving from the traditional market to digital market. The researcher studied the worldwide usage of Internet, smartphones and mobile data among the m-shoppers in India as well as worldwide.

The development of mobile applications, motivations to install the mobile applications, future development of mobile applications and preferred mobile shopping applications are also discussed in this chapter. Government initiatives towards the development of digital market has also been discussed in this chapter. The limitations and the future of the digital market are also placed in the first chapter of overall review of a conceptual framework of m-commerce.

CHAPTER TWO: REVIEW OF LITERATURE:

In chapter number two of review of literature, the researcher had reviewed various published research papers, thesis, dissertations and the release of news articles on adoption of mobile commerce, advantages of mobile commerce, mobile attributes, mobile applications in mobile commerce and trust and security among the mobile shoppers. The researcher has mentioned review of literature on m-shoppers behaviour with regard to the preference in the attribute of smartphones, perceived usefulness and perceived ease of use, price & Trust.

CHAPTER THREE: RESEARCH METHODOLOGY:

This chapter is mainly devoted to offer brief explanation on the various procedural aspects followed in the conduct of this research study which is used in the writing and submission of the Ph.D. thesis called as research methodology. This chapter includes the basic infrastructure on which Ph.D. thesis is written & organized and consists of various procedural steps and methodological aspects viz., the basic terms of the research study, rationale of the research study; scope and coverage of the research study; research design

of the research study; objectives of the research study; research questions of the research study and hypotheses of the research study.

The conceptual model, developed for the research study and sources of secondary data; sampling decisions used in the conduct of this research study is also given in this chapter, on the basis of which collection of data , analysis and interpretations of the primary data was done to offer results of the research study as well as findings and implications of the research study along with set of recommendations and suggestions including limitations of the research study along with directions for future researchers to conduct researches in near future.

The key objective of the research study was to study and examine the influence of Perceived Quality of Smartphone Applications, such as Appearance, Content Quality, Technical Adequacy, mediated by its Perceived Usefulness, Perceived Ease of use, Trust, Convenience to Use & Price Sensitivity, on M-Shoppers' Shopping intention; as well as to assess the influence of Perceived Quality of features of Smartphones, mediated by its Perceived Usefulness, Perceived ease of use, Trust, & Price Sensitivity, on M-Shoppers' Shopping Intentions. The chapter of research methodology had explained the key terms of research study viz., mobile applications, mobile attributes, mobile commerce, perceived usefulness, perceived ease of use, convenience of use, trust and price sensitivity.

The researcher had adopted exploratory and descriptive research design in conduct of the research study which was based on use of suitable sources of secondary whereas primary data were collected using structured-non-disguised questionnaire from total number of 1480 m-shoppers who were conveniently drawn by applying non-probability sampling design being residents of the four selected cities of the Gujarat State viz., Ahmedabad (500), Rajkot (265) , Surat (425) and Vadodara (290) respectively.

The sampling of the research study has been analyzed in the chapter of research methodology along with the drafting of structured non-disguised questionnaire. The objectives of the research the study has been elaborated in this chapter. Model used in the research study, data analysis and interpretations of the proposed research study, limitations of the proposed research study, reliability of research instrument used for measurement, and factor analysis of mobile applications have also been discussed in the chapter of research methodology.

CHAPTER FOUR: DATA ANALYSIS & INTERPRETATIONS:

In the fourth chapter titled as data analysis and interpretations, the researcher had organized and categorized the collected primary data, converted the data into readable format, analyzed, interpreted and reported the results by using SPSS 15.0 for Windows. Primary data collected by following the exploratory and descriptive research design was analyzed using basic statistical tools. This chapter represented the data analysis and interpretations of the research study. Frequency Analysis was carried out to know the profile of the selected m-shoppers selected from four cities of Gujarat state of India.

CHAPTER FIVE: FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY:

The chapter of findings and implications of the research study has discussed the factor analysis applied to test various formulated hypotheses for this research study. For the purpose of applying the chi-square test, the responses given by selected smartphone users related to the attributes of the smartphone and quality of mobile applications on five rating scales which were combined into three groups unimportant- neutral - important with related to their overall expectations, and experiences that were combined into three groups of good, fair and poor (Question no. 21) The overall satisfaction regarding the smartphone attributes, mobile application quality and recommendations to others had been grouped into four categories i.e. disagree, no opinion, agree and strongly agree. The findings had been derived based on the experience and challenges faced by the smartphone users in terms of shopping made through use of the mobile shopping applications.

CHAPTER SIX: CONCLUSION, RECOMMENDATIONS AND SUGGESTIONS OF THE RESEARCH STUDY:

This chapter is the contribution of the research scholar to the society, in form of the various recommendations & suggestions to the smartphone manufacturers and smartphone application developers based on the research study and it's results and findings. Future Directions for further research in the area of influence of smartphone attributes & smartphone applications are also given in this chapter.

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