"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 FIGURES

SR. NO.	FIGURE NUMBER	PARTICULARS	PAGE NUMBER
1	1.1	Overview of Internet Use - India, Jan 2020	06
2	1.2	Digital Population Around the World as on July 2020	07
3	1.3	Internet Use: Device Perspective (July, 2020)	08
4	1.4	e-Commerce Activities	10
5	1.5	E-Commerce Activities in India, Jan 2020	11
6	1.6	Overview of E-Commerce Activities	12
7	1.7	Category wise Growth of E-Commerce Activities in India As on Jan 2020	12
8	1.8	Use of Mobile, Internet, & Social Media in India As on Jan 2020	14
9	1.9	Overview of Internet Use- India, Jan 2020	15
10	1.10	Mobile Internet Use - India, Jan 2020	15
11	1.11	Mobile Users Vs. Mobile Connections	16
12	1.12	Mobile Internet Use	16
13	1.13	Mobile Applications: Installations Versus Its Usage	46
14	1.14	Mobile Web Versus Applications	47
15	2.1	Theory of Reasoned Action (TRA)	77
16	2.2	Innovation Diffusion Theory (IDT)	78
17	2.3	Theory of Planned Behaviour	78
18	2.4	Technology Acceptance Model (TAM)	79
19	2.5	Model for Mobile Adoption and Continuous Use	86
20	3.1	The Proposed Research Model for the Research Study	180
21	5.1	Structural Equation Model Showing Relationship between Perceived Usefulness, Perceived Enjoyment, Trust, Price with Overall Satisfaction	319
22	5.2	Structural Equation Model Showing Relationship between Perceived Usefulness, Perceived Enjoyment, Trust, Price with Intension to Recommend Through Mediating Variables	320
23	5.3	Structural Equation Model Showing Relationship between Mobile Application Quality, Mobile Attributes with Intension to Recommend Through Mediating Variables	321
24	5.4	Structural Equation Model Showing Relationship between Mobile Application Quality, Mobile Attributes with Overall Satisfaction, Intention to Continue to Shop and Recommend Shopping App to Others Through Mediating Variables	322

SR. NO.	GRAPH NUMBER	PARTICULARS	PAGE NUMBER
	6.1	Structural Equation Model Showing Relationship between Perceived Usefulness, Perceived Ease of Use, Trust, Price with Intension to Recommend Through Mediating Variables	364
	6.2	Structural Equation Model Showing Relationships Between Quality of Mobile Applications, Mobile Attributes with Intension to Recommend Through Mediating Variables	365
	6.3	Structural Equation Model Showing Relationship between Mobile Application Quality, Mobile Attributes with Intension to Recommend Through Mediating Variables	366
	6.4	Structural Equation Model Showing Relationship between Mobile Application Quality, Mobile Attributes with Overall Satisfaction, Intention to Continue to Shop and Recommend Shopping App to Others Through Mediating Variables	367