**"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 ABBREVIATIONS

A	:Agree
A	:Aware
AAM	:Automation Acceptance Model
AVE	:Average Variance Extracted
B2B	:Business to Business
B2C	:Business to Consumer
B2G	:Business to Government
BB	:Bulletin Board
BBS	:Bulletin Board System
BI	:Behavioural Intention
C2B	:Consumer to Business
C2C	:Consumer to Consumer
CFA	:Confirmatory Factor Analysis
CIO	:Chief Information Officers
CMC	:Computer
CPS	:Current Population Survey
CRM	:Customer Relationship Management
CRM	:Customer Relationship Management
CSCs	:Common Service Centres
D	:Downloaded
DA	:Disagree
DIIP	:Department of Industrial Policy and Promotion
DN	:Data Networks
DSL	:Digital Subscriber Line
DTPB	:Decomposed Theory of Planned Behaviour
ECM	:Expectation Confirmation Model
eCommerce	:Electronic Commerce
eMail	:Electronic Mail
eSAT :	:E Satisfaction

eWOM	:E Word of Mouth
FB	:Facebook
FTP	:File Transfer Protocol
GDP	:Gross Domestic Product
GNI	:Gross National Income
GPA	:Grade Point Average
HTTP	:Hypertext Transfer Protocol
I	:Important
IAMAI	: Internet Mobile Association of India
IAMAI	:Internet and Mobile Association of India
IASP	:Internet Access Service Providers
ICT	:Information and Communication Technologies
IDT	:Innovation Diffusion Theory
IEM	:Industrial Entrepreneurs Memorandum
IIP	:Index of Industrial Production
IM	:Instant Messaging
IMPs	:Interface Message Processors
INR	:Indian Rupees
IOT	:Internet of Things
IP	:Internet Protocol
IS	:Information Systems
IT	:Information Technology
ITAM	:Integrated Technology Acceptance Model
ITeS	:Information Technology Enabled Services
KMO	:Kaiser Meyer Olkin
LAN	:Local Area Network
M Shopper	:Mobile shoppers
MAQ	:Mobile Applications Quality
mCommerce	:Mobile Commerce
MLVS	:Means of Latent Variable Scores
MWTAM	:Mobile Wireless Technology Acceptance Model
N	:Neutral
NCSA	:National Centre for Supercomputing Applications
OS	:Operating System

P2P	:Peer to Peer
PBC	:Perceived Behavioural Control
PCI	:Per Capita Income
PDA	:Personal Digital Assistant
PDAs	:Personal Digital Assistants
PE	:Perceived Enjoyment
PE	:Perceive Enjoyment
PEOU	:Perceived Ease of Use
PIIT	:Personal Innovativeness In Information Technology
PIP	: Perceived Improvement Potential
PLS	:Partial Least Square
PM	:Perceived Mobility
PPI	:Perceived Peer Influence
PQ	:Perceived Ubiquity
PR	:Price
PR	:Perceived Reachability
PU	:Perceived Usefulness
PU	:Perceived Usefulness
PV	:Perceived Value
R2	:Coefficient of Determination
RCM	:Rotated Component Matrix
SEM	:Structural Equation Modelling
SEO	:Search Engine Optimization
SES	:Socio Economic Status
SI	:Social Influence
SMS	:Short Messaging Services
SN	:Subjective Norms
SNS	:Social Networking Site
SNW	:Social Network
SO	:Shopping Orientation
SOR	:Stimulus Organism Response
TA	:Technology Acceptance
TAM	:Technical Acceptance Model
TPB	:Theory of Planned Behaviour

TR	:Trust
TRA	:Theory of Reasoned Action
TRAI	:Telecom Regulatory Authority of India
TTFM	:Task Technology Fit Model
U	:Used
U commerce	:Ubiquitous Commerce
UI	:Unimportant
UPI	:United Payment Interface
USA	:United States of America
USD	:United States Dollar
UTAUT	:Unified Theory of Acceptance and Use of Technology Model
V commerce	:Vehicular Commerce
VAM	:Value Based Adoption Model
VC	:Value for Customers
VDP	:Value Delivery Process
VoIP	:Voice over Internet Protocol
WIMD	:Wireless Internet via Mobile Devices
WIMT	:Wireless Internet Mobile Technology
WOM	:Word of Mouth
WWW	:World Wide Web