

**THE CONSUMER STUDY OF DRIVERS FOR B2C M-COMMERCE
ADOPTION IN SELECTED CITIES IN THE STATE OF GUJARAT**

LIST OF ANNEXURES

ANNEXURE NUMBER	PARTICULARS	PAGE NUMBER
1	Map of Gujarat State	348
2	Structured Non-Disguised Questionnaire used in the Research Study	349
3	Review of Literature in Tabular format	354
4	Frequency distribution and percentage (Table numbers:5.10-5.22)	379
5	Details of code for AMOS	397
6	Examining the effect of Demographic variables on m-Commerce adoption, Vidyabharati International Interdisciplinary Research Journal: special Issue, October 2021	400
7	Exploring consumer adoption of m-commerce: a study based on extended Theory of Planned Behaviour, Journal of Positive School Psychology: Special Issue on Business, Economics and Technical Sciences Vol.6, June 2022	407