



**THESIS ENTITLED**

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

**SUBMITTED**

**To**

**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

**for the**

**Award of**

**DEGREE OF DOCTOR OF PHILOSOPHY [Ph.D]**

**[Under UGC (Minimum Standards and Procedure for Award of M.Phil./Ph.D Degree)  
Regulations, 2009]**

**Under**

**FACULTY OF COMMERCE**

**in the**

**Subject of**

**‘COMMERCE AND BUSINESS MANAGEMENT’**

**BY**

**MR. AMIRTHARAJ PAULRAJ**

**RESEARCH SCHOLAR**

**RESEARCH GUIDE**

**DR. PRITI V. NIGAM**

**ASSISTANT PROFESSOR**

**FACULTY OF MANAGEMENT STUDIES &**

**PROFESSOR OF COMMERCE & BUSINESS MANAGEMENT**

**FACULTY OF COMMERCE &**

**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

**VADODARA-390 002**

**FEBRUARY- 2021**