

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

MAJOR CONTENTS AT A GLANCE

SR. NO.	PARTICULARS	PAGE NUMBER
I	Certificate	I
II	Declaration by the Candidate	II
III	Acknowledgements	III
IV	Major Contents at a Glance	IV
V	List of Tables	IX
VI	List of Graphs	XIV
VII	List of Figures	XVII
VIII	List of Abbreviations	XIX
IX	List of Annexure	XXIII
CHAPTER ONE: AN OVERALL REVIEW & CONCEPTUAL FRAMEWORK OF MOBILE COMMERCE AND MOBILE SHOPPING		
1.0:	A Brief Outline of Evolution, Rise And Use Of Internet	04
1.1:	A Brief About Information Technology Adoption In India	08
1.2:	A Brief Overview of Rise And Growth of Electronic Commerce And Mobile Commerce In India	09
1.3:	Some Aspects of Conceptualisation And Adoption Of Mobile Commerce	18
1.4:	Reviewing Mobile Commerce Industry of India	20
1.5:	Key Players of Mobile Commerce	23
1.6:	Reviewing Adoption of Mobile Commerce In India	25
1.7:	Reviewing Mobile Commerce And Mobile Marketing Business Practices	27
1.8:	Reviewing Mobile Commerce And Digital Marketing Trends:2019	28
1.9:	Future Trends In Mobile Commerce	34
1.10:	Reviewing Growth Of Smartphone Users	35
1.11:	Reviewing Use Of Smartphones Or Mobiles In Online Shopping Activities	37
1.12:	Reviewing Literature Of Selected Aspects Of Smartphone Or Mobile Shopping Applications	39
1.13:	Reviewing Literature Of Mobile Shoppers’ Behaviour And Mobile Commerce	49
1.14:	Acceptance And Adoption Of Prevalent Smartphone Applications For Mobile Shopping By Indian Consumers	53
1.15:	Concluding Remarks	54

CHAPTER TWO :: REVIEW OF LITERATURE		
2.1	Introduction	68
2.2:	A Brief Review Of Literature On Mobile Commerce	68
2.3:	A Brief Review Of Literature On U-Commerce	72
2.4:	Review Of Literature On Moving From E-Commerce To M-Commerce	73
2.5:	Review Of Literature On Theories Of Adoption Of Innovative Ideas	77
2.6:	Review Of Literature On The Attributes Of Smartphone	80
2.7:	Review Of Literature On The Quality Of Mobile Applications	84
2.8:	A Brief Review Of Literature On Perceived Usefulness And Perceived Ease Of Use In M-Commerce	88
2.9:	Review Of Literature On Price In Of M-Commerce	106
2.10	Review Of Literature On Trust In M-Commerce	107
2.11:	Review Of Literature On Behaviour Of Mobile Shoppers	120
2.12:	Review Of Literature On Scope Of M-Commerce In India	130
2.13	Review Of Literature On Potential Of Future Of Mcommerce In Future	133
CHAPTER THREE :: RESEARCH METHODOLOGY		
3.0	A Brief About The Research Study	169
3.1	Key Terms Of The Proposed Research Study	170
3.2	Rationale Of The Research Study	171
3.3	Scope And Coverage Of The Research Study	171
3.4	Research Problem Of The Research Study	172
3.5	Research Questions	172
3.6	Objectives Of The Research Study	173
3.7	An Illustrative List Of Hypotheses Of The Research Study	174
3.8	Research Design Of The Research Study	176
3.9	Research Methodology	176
3.10	Sampling Decisions	177
3.11	Model Used In The Research Study	179
3.12	Drafting Of Research Instrument Of The Proposed Research Study	181
3.13	Test Of Normality Of The Distribution	183
3.14	Reliability Of Research Instrument Used For Measurement Of Influences Of Mobile Applications' Quality And Smartphones' Attributes On Selected Mobile Shoppers' Shopping Intention	184
3.15	KMO And Bartlett's Test	185
3.16	Data Analysis & Interpretation Of The Proposed Research Study	185
3.17	Significance Of The Proposed Research Study	185
3.18	Limitations Of The Proposed Research Study	186

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATIONS OF THE RESEARCH STUDY		
4.0:	Introduction	190
4.1:	Profile Of Selected Smartphone Users	190
4.2:	Brand In-Use & Brand Used Of Smartphones	195
4.3:	M-Shoppers' Responses On Amount Spent On The Smartphones:	197
4.4:	M-Shoppers' Frequency Of M- Shopping Using Smartphones:	198
4.5:	M-Shoppers' Preferred Place Of M-Shopping:	200
4.6:	M-Shoppers' Preferred Time Of Mobile Shopping	201
4.7:	M-Shoppers' Average Time Spent In Mobile Shopping	202
4.8:	M-Shoppers' Source Of Information For M-Shopping	204
4.9:	M-Shoppers' Reasons For Downloading Of M-Shopping Applications	205
4.10:	M-Shoppers' Responses On Downloading Of Number Of M-Shopping Applications	207
4.11:	M-Shoppers' Responses On Minimum Number Of Preferred Product Images In M-Shopping:	208
4.12:	M-Shoppers Use Of M-Shopping Applications	209
4.13:	M-Shoppers' Experience On Problems Being Faced In M-Shopping Using Smartphones:	211
4.14:	M-Shoppers' Responses On Logged In M-Shopping Applications:	212
4.15:	M-Shoppers' Responses On Mode Of Payment Used In M-Shopping Using Smartphones	213
4.16:	Selected M-Shoppers' Overall Satisfaction On Use Of M-Shopping Applications	213
4.17:	Elected M-Shoppers' Overall Satisfaction Of Mobile Attributes Of Smartphones:	215
4.18:	Elected M-Shoppers' Overall Satisfaction As Mobile Shopper	216
4.19:	Selected M-Shoppers' Intention To Continue M-Shopping Using Mobile Applications Of Smartphones	217
4.20:	Elected M-Shoppers' Recommendations To Other Shoppers For M-Shopping	219
4.21:	Selected M-Shoppers' Expectations' On Quality Of Mobile Applications (Maq) & Attributes Of Smartphones In Mobile Shopping	220
4.22:	Selected M-Shoppers' Experiences On Quality Of Mobile Shopping Applications & Attributes Of Smartphones In Mobile Shopping:	225
4.23:	Discussion and interpretation of research study	227

CHAPTER FIVE: FINDINGS AND IMPLICATIONS OF THE RESEARCH STUDY		
5.0	Introduction	234
5.1	Findings Of Ranking Of The User-Friendliness' Of Operating System Of Smartphone	234
5.2	Findings Of Ranking Of The User-Friendliness' Of Operating System Of Smartphone	239
5.3	Findings Of Chi-Square Test Applied To Test The Hypotheses	241
5.4	Factor Analysis Of Mobile Application Of Quality (Maq) And Perceived Usefulness (Pu)	282
5.5	Factor Analysis Of Mobile Application Quality (Maq) And Perceived Ease Of Use (Pe)	285
5.6	Factor Analysis Of Mobile Application Quality (Maq) And Trust (Tr):	289
5.7	Factor Analysis Of Mobile Application Quality And Price:	293
5.8	Factor Analysis Of Mobile Attributes (Ma) And (Pu, Pe, Tr, Pr):	295
5.9	Factor Analysis Of Perceived Usefulness (Pu) [Maq And Ma]:	298
5.10	FACTOR ANALYSIS OF PERCEIVED ENJOYMENT (PE) [MAQ AND MA]: KMO And Bartlett's Test PERCEIVED ENJOYMENT (PE) [MAQ AND MA]	305
5.11	Factor Analysis Of Trust (Tr) [Maq And Ma]:	309
5.12	Factor Analysis Of Price (Pr) [Maq And Ma]:	313
5.13	Customers' Satisfaction Index (CSI) Of The Selected Mobile Shoppers' Satisfaction From Mobile Applications Quality And Smartphones Attributes In Selected Cities:	315
5.14	Implications On Overall Market Performance Analysis And Customers' Satisfaction Score:	319
5.15	Graphical Presentation Of Market Performance Analysis:	320
5.16	Structural Equation Model:	322
5.17	Key findings of the research study	326

CHAPTER SIX: CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS OF THE RESEARCH STUDY		
6.0	Introduction	331
6.1	A Brief About The Research Study	332
6.2	Synopsis Of The Ph.D. Thesis	333
6.3	Chapter One: An Overall Review And Conceptual Framework Of M-Commerce And M-Shopping:	334
6.4	Chapter Two: Review Of Literature	334
6.5	Chapter Three: Research Methodology	334
6.6	Chapter Four: Data Analysis & Interpretations	337
6.7	Chapter Five: Findings And Implications Of The Research Study	344
6.8	Findings & Implications Of Overall Satisfaction On Expectations & Experiences On Quality Of Smartphone Applications & Smartphone Attributes	360
6.9	City Wise Summary Of Findings Of M-Shoppers' Overall Opinion On Mobile Application Quality And Smartphone Attributes And It's Implications	362
6.10	Findings Of Market Performance Analysis	365
6.11	Structural Equation Modeling [Sem] Using Path Analysis Considering Mobile Applications And Attributes With Customers' Satisfaction With The Shopping Experience Using Smart Phone	367
6.12	Chapter Six: Conclusions, Recommendations & Suggestions Of The Research Study:	372
6.13	Limitations Of The Research Study:	388
6.14	Directions For Future Research Study	388
6.15	Conclusions Of The Research Study	389
BIBLIOGRAPHY		
WEBLIOGRAPHY		