

“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 TABLES

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
1	1.1	Top 20 Countries with the Highest Number of Internet Users	05
	1.2	Highlights of Telecom Subscription	36
1	3.1	Taluka Wise Distribution of Sample Size For Calculating Total Sample Size of The Proposed Research Study	179
2	3.2	List of Selected References Of Selected Criteria Used In Drafting Of Structured Questionnaire	182
3	3.3	Table Showing Summary Of Indicators And Reliability Alpha Score	184
	3.4	Table Showing Comparison of Mean Scores of Extent of Mobile Shoppers’ Satisfaction / Dissatisfaction from Mobile Applications Quality and Mobile Attributes	184
4	3.5	Result of KMO & Bartlett Test	185
5	4.1	Profile of The Selected M-Shoppers	190
6	4.2	Selected M-Shoppers’ Responses On Brand In-Use& Brand Used Of Smartphones	195
7	4.3	Selected M-Shoppers’ City-Wise Responses On Amount Spent On Smartphones	197
8	4.4	Selected M-Shoppers’ City-Wise Frequency Of M- Shopping Using Smartphones	199
9	4.5	Selected M-Shoppers’ City-Wise Responses On Preferred Place Of M- Shopping	200
10	4.6	Selected M-Shoppers’ City-Wise Responses On Preferred Time Of Shopping	201
11	4.7	Selected M-Shoppers’ City-Wise Responses On Average Time Spent In Mobile Shoppin	203
12	4.8	Selected M-Shoppers’ City-Wise Responses On Source Of Information For M-Shopping	204
13	4.9	Selected M-Shoppers’ City-Wise Responses On Reasons For Downloading Of Mobile Shopping Applications	205
14	4.10	Selected M-Shoppers’ City-Wise Responses On Downloading Of Number of M-Shopping Applications	207
15	4.11	Selected M-Shoppers’ City-Wise Responses On Minimum Number of Preferred Product Images In M-Shopping	208
16	4.12	Selected M-Shoppers’ City-Wise Responses On Use Of M-Shopping Applications	417
17	4.13	Selected M-Shoppers’ Experience On Problems Being Faced In M-Shopping Using Smartphones	421
18	4.14	Selected M-Shoppers’ Responses On Logged In M-Shopping Applications	212
19	4.15	Selected M-Shoppers’ Responses On Mode of Payment Used For M-Shopping Using Smartphones	213

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
20	4.16	Selected M-Shoppers' Overall Satisfaction On Use of M-Shopping Applications	214
21	4.17	Selected M-Shoppers' Overall Satisfaction Of Mobile Attributes Of Smartphones	215
22	4.18	Selected M-Shoppers' Overall Satisfaction As Mobile Shopper	216
23	4.19	Selected M-Shoppers' City-Wise Responses On Intention To Continue M-Shopping Using Mobile Apps. Of Smartphones	217
24	4.20	Selected M-Shoppers' Recommendations To Other Shoppers For M-Shopping	219
25	4.21	Selected M-Shoppers' Expectations On Perceived Usefulness Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	422
26	4.22	Selected M-Shoppers' Expectations On Perceived Ease Of Use Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	425
27	4.23	Selected M-Shoppers' Expectations On Trust Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	427
28	4.24	Selected M-Shoppers' Expectations On Price Of Smartphones Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	428
29	4.25	Selected M-Shoppers' Expectations On Perceived Usefulness (PU) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	429
30	4.26	Selected M-Shoppers' Expectations On Perceived Enjoyment (PE) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	430
31	4.27	Selected M-Shoppers' Expectations On Trust (TR) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	431
32	4.28	Selected M-Shoppers' Expectations On Price (PR) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	432
33	4.29	Selected M-Shoppers' Experiences On Perceived Usefulness Vis-A-Vis Quality Of Mobile Applications In Mobile Shopping	433
34	4.30	Selected M-Shoppers' Experiences On Perceived Enjoyment (PE) Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	436
35	4.31	Selected M-Shoppers' Experiences Trust (TR) Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	438
36	4.32	Selected M-Shoppers' Experiences Price (PR) Vis-A-Vis Quality Of Mobile Applications (MAQ) In Mobile Shopping	439
37	4.33	Selected M-Shoppers' Experiences On Perceived Usefulness (PU) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	440
38	4.34	Selected M-Shoppers' Experiences On Perceived Enjoyment (PE) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	441
39	4.35	Selected M-Shoppers' Experiences On Trust (TR) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	442
40	4.36	Selected M-Shoppers' Experiences On Price (PR) Vis-A-Vis Mobile Attributes Of Smartphones In Mobile Shopping	443
	4.37	Selected M-Shoppers' responses on mode of payment using smart phone and M- Shopping	227
41	5.1	Findings Of Friedman Test For Preference Of Selected Features Of Smartphones, Of M-Shoppers' Of Vadodara City	232
42	5.2	Findings Of Friedman Test For Preference Of Selected Features Of Smartphones, Of M-Shoppers' Of Ahmedabad City	232
43	5.3	Findings Of Friedman Test For Preference Of Selected Features Of Smartphones, Of M-Shoppers' Of Surat City	233

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
44	5.4	Findings Of Friedman Test For Preference Of Selected Features Of Smartphones, Of M-Shoppers' Of Rajkot City	233
45	5.5	Results Of Friedman Test For Preference Of Selected Features Of Smartphones, Of M-Shoppers' Of Selected Cities Of Gujarat State (Vadodara, Ahmedabad, Surat And Rajkot)	234
46	5.6	Findings Of Friedman Test For Preference Of Selected Operating Systems Among Selected M-Shoppers Of Vadodara City	236
47	5.7	Findings Of Friedman Test For Preference Of Selected Operating Systems Among Selected M-Shoppers Of Ahmedabad City	236
48	5.8	Findings Of Friedman Test For Preference Of Selected Operating Systems Among Selected M-Shoppers Of Surat City	237
49	5.9	Findings Of Friedman Test For Preference Of Selected Operating Systems Among Selected M-Shoppers Of Rajkot City	237
50	5.10	Selected Smartphone Users' Overall Opinion On Perceived Ease Of Use Of Mobile Attribute Vis-À Vis; Age; Gender; Income; Marital Status And Educational Qualifications Of	238
51	5.11	Selected Smartphone Users' Overall Opinion On Price Of Smartphone Vis-À-Vis; Age; Income; Educational Qualifications And Marital Status, Of Selected M-Shoppers	239
52	5.12	Selected Smartphone Users' Overall Opinion On Perceived Usefulness Of Mobile Attribute Vis-À-Vis; As Age; Income; Educational Qualifications And Marital Status Of Selected M-Shoppers	241
53	5.13	Selected Smartphone Users' Overall Opinion On Trust In Smartphone Vis-À-Vis; Age Income; Educational Qualifications And Marital Status Of Selected M-Shoppers	243
54	5.14	Selected Smartphone Users' Overall Opinion On Perceived Ease Of Use Of Smartphone Application Vis-À-Vis; Age; Gender; Income; Educational Qualifications And Marital Status Of Selected M-Shoppers	245
55	5.15	Selected Smartphone Users' Overall Opinion On Price Of Shopping From Smartphone Application Vis-À-Vis; Age; Income; Educational Qualifications And Marital Status Of Selected M-Shoppers	249
56	5.16	Selected Smartphone Users' Overall Opinion On Perceived Usefulness Of Smartphone Application Vis-À-Vis; Age Group Of Selected M-Shoppers	251
57	5.17	Selected Smartphone Users' Overall Opinion On Perceived Usefulness Of Smartphone Application Vis-À-Vis; Gender Of Selected M-Shoppers	252
58	5.18	Selected Smartphone Users' Overall Opinion On Perceived Usefulness Of Smartphone Application Vis-À-Vis; Marital Status Of Selected M-Shoppers	254
59	5.19	Selected Smartphone Users' Overall Opinion On Perceived Usefulness Of Smartphone Application Vis-À-Vis, The Income Of Selected M-Shoppers	255
60	5.20	Selected Smartphone Users' Overall Opinion On Perceived Usefulness Of Smartphone Application Vis-À-Vis, Educational Qualification Of Selected M-Shoppers	256
61	5.21	Selected Smartphone Users' Overall Opinion On Trust In Smartphone Applications-À-Vis; Age Group Of Selected M-Shoppers	261

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
62	5.22	Selected Smartphone Users' Overall Opinion On Quality Of Smartphone Application Vis-À-Vis; Recommendation To Others For M-Shopping	266
63	5.23	Selected Smartphone Users' Overall Opinion On Quality Of Smartphone Application Vis-À-Vis; Their Continuance To Purchase	269
64	5.24	Selected Smartphone Users' Overall Opinion On Smartphone Attribute Vis-À-Vis; Their Continuance To Purchase	272
65	5.25	Selected Smartphone Users' Overall Opinion On Smartphone Attribute Vis-À-Vis; Recommendation To Others	274
66	5.26	Mobile Application Quality (MAQ) And Perceived Usefulness (PU) Through KMO And Bartlett's Test	276
67	5.27	Total Variance On Mobile Application Quality (MAQ) And Perceived Usefulness (PU)	276
68	5.28	Communalities And Rotated Component Matrix Of Mobile Application Quality (MAQ) And Perceived Usefulness (PU)	277
69	5.29	KMO And Bartlett's Test	282
70	5.30	Total Variance On Mobile Application Quality (MAQ) And Perceived Ease Of Use (PE)	283
71	5.31	Communalities And Rotated Component Matrix Of Mobile Application Quality (MAQ) And Perceived Ease Of Use (PE)	283
72	5.32	KMO And Bartlett's Test	286
73	5.33	Total Variance On Mobile Application Quality And Trust	286
74	5.34	Communalities And Rotated Component Matrix Of Mobile Application Quality And Trust	287
75	5.35	KMO And Bartlett's Test	290
76	5.36	Total Variance on Mobile Application Quality (MAQ) And Price (PR)	290
77	5.37	Communalities And Rotated Component Matrix Of Mobile Application Quality (MAQ) And Price (PR)	291
78	5.38	KMO And Bartlett's Test	292
79	5.39	Total Variance Explained Mobile Attributes (Ma) And (Pu, Pe, Tr, Pr)	292
80	5.40	Communalities And Rotated Component Matrix Of Mobile Attributes (MA) AND (PU, PE, TR, PR)	293
81	5.41	KMO And Bartlett's Test	295
82	5.42	Total Variance On Perceived Usefulness (PU) and[MA]	295
83	5.43	Communalities And Rotated Component Matrix Of Perceived Usefulness (PU)and [MA]	296
84	5.44	KMO And Bartlett's Test	302
85	5.45	Total Variance On Perceived Enjoyment (PE) [MA]	302
86	5.46	Communalities And Rotated Component Matrix Of Perceived Enjoyment (PE)and [MA]	303
87	5.47	KMO And Bartlett's Test	306
88	5.48	Total Variance On Trust (TR) and[MA]	306
89	5.49	Communalities And Rotated Component Matrix Of Trust (TR) and [MA]	307
90	5.50	KMO And Bartlett's Test	310
91	5.51	Total Variance Explained Price (PR)and [MA]	310

SR. NO.	TABLE NUMBER	PARTICULARS	PAGE NUMBER
92	5.52	Communalities And Rotated Component Matrix Of Perceived Usefulness PRICE (PR)and [MA]	310
93	5.53	M-Shoppers' Satisfaction Index (CSI) Of The Selected Mobile Shoppers' Satisfaction Score (S.S.S.)	313
94	5.54	Overall Market Performance Analysis And Customers' Satisfaction Score	315
95	5.55	Findings Of Correlation Between Perceived Usefulness, Perceived Enjoyment, Trust, And Price Relatedness With The Quality Of Mobile Applications And Mobile Attributes	317
96	5.56	Findings Of Correlation Between Quality Of Mobile Applications, Mobile Attributes, Perceived Usefulness, Perceived Enjoyment, Trust, And Price Relatedness With The Continue To Shop More From The Shopping Application, Recommendation For Shopping Through Mobile To Others, And Satisfaction From The Shopping Experience With Smart Phone	318
97	5.57	Fit Indices Of Measurement Model [Model As Given In Figure Number	319
98	5.58	Fit Indices Of Measurement Model [Model As Given In Figure Number	320
99	5.59	Fit Indices Of Measurement Model [Model As Given In Figure Number	321
100	5.60	Fit Indices Of Measurement Model [Model As Given In Figure Number	322
101	6.1	A Brief Factual Profile Of The Research Study	329
102	6.2	Table Showing Summary Of Indicators And Reliability Alpha Score	333
103	6.3	Profile Of The Selected M-Shoppers	333
104	6.4	City Wise Overall Satisfaction Of The Smartphone Users	359
105	6.5	Overall Market Performance Analysis And Customers' Satisfaction Score	361
106	6.6	Fit Indices Of Measurement Model [Model As Given In Figure Number:6.1]	364
107	6.7	Fit Indices Of Measurement Model [Model As Given In Figure Number:6.2]	365
108	6.8	Fit Indices Of Measurement Model[Model As Given In Figure Number:6.3]	366
109	6.9	Fit Indices Of Measurement Model[Model As Given In Figure Number:6.4]	367