

“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 GRAPHS

SR. NO	GRAPH NUMBER	PARTICULARS	PAGE NUMBER
1	1.1	Internet Users from 2014-2020 (In Millions)	06
2	1.2	Internet Penetration in 2020 (Q1) (In Percentages)	07
3	1.3	The Connection Between Handset Price and Geography	09
4	1.4	Use of e-Commerce Amongst Internet Users as on July 2020	10
5	1.5	Retail M-Commerce Sales in India, 2015-2020	14
6	1.6	Adoption of Mobile Commerce	17
7	1.7	Covid 19 – Impact on E-Commerce Transactions	17
8	1.8	Growth Prediction of Mobile e-Commerce	18
9	1.9	Overall Tele-Density (Circle/State Wise)-As On 31st August 2020	36
10	1.10	Monthly Growth Rate of Wireless Subscription	37
11	1.11	Forecasting of Smartphone Users	37
12	1.12	Drivers for downloading the Mobile Applications	40
13	1.13	Preference to Mobile Applications than Mobile Website	41
14	1.14	Mobile Shoppers’ Reaction to Poor Mobile Applications Experiences	42
15	3.1	Histogram Total Normality	183
16	3.2	Boxplot Total Normality	183
17	4.1	Profile of the Selected M-Shoppers (City-wise Gender of the Selected M-Shoppers)	191
18	4.2	Profile of the Selected M-Shoppers (City-wise Age Group of the Selected M-Shoppers)	191
19	4.3	Profile of the Selected M-Shoppers (City-wise Marital Status of the Selected M-Shoppers)	192
	4.4	Profile of the Selected M-Shoppers (City-wise Annual Income of the Selected M-Shoppers)	193
	4.5	Profile of the Selected M-Shoppers (City-wise Educational Qualification of the Selected M-Shoppers)	193
20	4.6	Profile of the Selected M-Shoppers (City-wise Type of Family of the Selected M-Shoppers)	194
21	4.7	Selected M-Shoppers’ City-wise Responses on Amount Spent on Smartphones	197
22	4.8	Selected M-Shoppers’ City-wise Frequency of M-Shopping Using Smartphones	199
23	4.9	Selected M-Shoppers’ City-wise Responses on Preferred Place of M- Shopping	200

SR. NO.	GRAPH NUMBER	PARTICULARS	PAGE NUMBER
24	4.10	Selected M-Shoppers' City-wise Responses on Preferred Time of M- Shopping	202
25	4.11	Selected M-Shoppers' City-wise Responses on Average Time Spent in Mobile Shopping	203
26	4.12	Selected M-Shoppers' City-wise Responses on Source of Information in Mobile Shopping	204
27	4.13	Reasons for Downloading of Mobile Shopping Applications	206
28	4.14	Selected M-Shoppers' City-wise Responses on Downloading of Number of M-Shopping Applications	207
29	4.15	Selected M-Shoppers' City-wise Responses on Minimum Number of Preferred Product Images In M-Shopping	209
30	4.16	Selected M-Shoppers' Overall Satisfaction on Use of M-Shopping Applications	214
31	4.17	Selected M-Shoppers' Overall Satisfaction of Mobile Attributes of Smartphones	215
32	4.18	Selected M-Shoppers' Overall Satisfaction as Mobile Shopper	216
33	4.19	Selected M-Shoppers' City-wise Responses on Intention to Continue M-Shopping Using Mobile Apps. of Smartphones	218
34	4.20	Selected M-Shoppers' Recommendations to Other Shoppers for M-Shopping	219
35	5.1	Importance of Component 1 (ITEM NO.28, 42, 43, 44, 47,48)	279
36	5.2	Importance of Component 2 (ITEM NO. 1,12,19,29)	279
37	5.3	Importance of Component 3 (ITEM NO. 30, 34)	280
38	5.4	Importance of Component 4 (ITEM NO. 16, 33)	280
39	5.5	Importance of Component 5 (ITEM NO. 13, 20)	281
40	5.6	Importance of Component 6 (ITEM NO. 14)	281
41	5.7	Importance of Component 7 (ITEM NO. 4)	282
42	5.8	Importance of Component 1 (ITEM NO. 21, 22, 23, 41)	284
43	5.9	Importance of Component 2 (ITEM NO. 6, 40)	285
44	5.10	Importance of Component 3 (ITEM NO. 18, 24)	285
45	5.11	Importance of Component 1 (ITEM NO. 55, 56, 57, 58, 60)	288
46	5.12	Importance of Component 2 (ITEM NO. 37, 49, 52)	288
47	5.13	Importance of Component 3 (ITEM NO. 36, 51)	289
48	5.14	Importance of Component 4 (ITEM NO. 38, 59)	289
49	5.15	Importance of Component 1 (ITEM NO. 53, 54)	290

SR. NO.	GRAPH NUMBER	PARTICULARS	PAGE NUMBER
50	5.16	Importance of Component 1 (ITEM NO. 4, 5, 6, 8, 10, 27)	294
51	5.17	Importance of Component 2 (ITEM NO. 3)	294
52	5.18	Importance of Component 1 (ITEM NO. 5, 6, 8, 15, 28, 31, 45)	298
53	5.19	Importance of Component 2 (ITEM NO. 42, 44, 47, 48)	298
54	5.20	Importance of Component 3 (ITEM NO. 1, 9, 12, 19, 29)	299
55	5.21	Importance of Component 4 (ITEM NO. 34, 39)	299
56	5.22	Importance of Component 5 (ITEM NO. 16, 33)	300
57	5.23	Importance of Component 6 (ITEM NO. 32)	300
58	5.24	Importance of Component 7 (ITEM NO. 14)	301
59	5.25	Importance of Component 8 (ITEM NO. 17)	301
60	5.26	Importance of Component 1 (ITEM NO. 21, 22, 23, 41)	304
61	5.27	Importance of Component 2 (ITEM NO. 26, 40)	304
62	5.28	Importance of Component 3 (ITEM NO. 18, 24, 35)	305
63	5.29	Importance of Component 4 (ITEM NO. 3)	305
64	5.30	Importance of Component 1 (ITEM NO. 7, 55, 56, 57, 58, 60)	308
65	5.31	Importance of Component 2 (ITEM NO. 37, 49, 52)	308
66	5.32	Importance of Component 3 (ITEM NO. 36, 51)	309
67	5.33	Importance of Component 4 (ITEM NO. 38 and 59)	309
68	5.34	Importance of Component 1 (ITEM NO. 4, 53, 54)	311
77	6.1	Histogram for test of normality of distribution	331
78	6.2	Boxplot for test of normality of distribution	331