

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

**LIST OF FIGURES**

<b>SR. NO.</b>	<b>FIGURE NUMBER</b>	<b>PARTICULARS</b>	<b>PAGE NUMBER</b>
1	1.1	Duration of Internet Use (IAMAI-Kantar’ ICUBE 2020’ Report)	07
2	2.1	Unique Features of m-Commerce	33
3	2.2	e-Commerce Versus m-Commerce	37
4	2.3	Components of m-Commerce	38
5	2.4	m-Commerce Value Chain	43
6	2.5	Important Members in the m-Commerce Value Chain	43
7	3.1	Theory of Reasoned Action Model (TRA)	60
8	3.2	Technology Acceptance Model (TAM)	62
9	3.3	Extension of Technology Acceptance Model (TAM2)	63
10	3.4	Theory of Planned Behaviour	65
11	3.5	Decomposed Theory of Planned Behaviour	66
12	3.6	The Unified Theory of Acceptance and Use of Technology (UTAUT)	67
13	3.7	The Unified Theory of Acceptance and Use of Technology (UTAUT 2)	68
14	3.8	The Unified Theory of Acceptance and Use of Technology (UTAUT 3)	69
15	4.1	Conceptual Model Developed and Used to Know the Drivers of m-Commerce Adoption Among Selected Users	144
16	6.1	Results of Structural Equation Modelling	239
17	7.1	Conceptual Model Developed and Used to Know the Drivers of m-Commerce Adoption Among Selected Users.	271
18	7.2	Results of Structural Equation Modelling	276