REFERENCES


Compeau, D., B. Marcolin, H. Kelley and C. Higgins (2012). Research commentary: generalizability of information systems research using student subjects-a reflection on our


Ho, C. H., and T.H. Tuan (2012). Integrated unified theory of acceptance and use of technology model to explore the female factors with the intention of online shopping, online shopping behavior, Proceedings of International Conference on Computing and Networking Technology, Gyeongju, pp. 296-300, South Korea.


Kolhe S. and M. Shrivastava (17th December, 2014). Which are the most popular Indian apps? Here is what we found. URL: https://yourstory.com/2014/12/popular-indian-apps-found/. (Accessed on February 2015).


Song, S. (2010). Factors that Influence Consumer's Adoption Behavior in M-Commerce., ProQuest LLC, USA, p.81.


APPENDIX
Survey Questionnaire

Dear participants
This survey is about your mobile shopping experience through smartphone app. Your willingness to participate in this survey depends on solely your choice. If you are not interested to participate in this survey, you can return back this questionnaire without any hesitation.

Guideline: There are two parts in this survey. Part I is about general questions related to your smartphone and app usage experience. The second part consist of demographic questions and Part III is about your smartphone mobile app shopping experience. It takes approximately 10~15 minutes to finish this survey. If you do not have smartphone then, you do not need to submit your answers. Thank you for your participation.

Part-1
The following questions will give you an opportunity to tell us more about your smartphone usage experience. Please answer openly and truthfully.
Are you a smartphone user? Yes [ ] or No [ ]
Name the brand of smartphone which you are using?, ___________________________
You are using smartphone since? Less than 1 year [ ] , More than 2 years [ ]
Do you use mobile internet data (2G/3G/4G) regularly? Yes [ ] or No [ ]
Have you ever shopped through mobile apps (Amazon, Flipkart, Snap deal, e-Bay etc.)?, Yes [ ] or No [ ]
Have you installed the mobile shopping apps on your smartphone? Yes [ ] or No [ ]
You using smartphone app for shopping purposes since
Less than year [ ] More than a year [ ]
Which profession are you? _______________
Which sector are you working
Part 2

**Instruction:** Please answer each question by checking each question based on your personal profile. After you complete this page, please move to “Go to Part II”.

Gender: Male [ ], Female [ ]

Age in Years: 21-30 [ ], 31-40 [ ], 41-50 [ ], 51-60 [ ], More than 60 [ ]

Qualification: UG [ ], PG [ ], others ____________

Household Income/ month: Rs. 10-20K [ ], Rs.21-30K [ ], Rs. 31-40K [ ], > Rs. 40K [ ]

Name the Brand + Model of smartphone you’re using currently?

- Samsung
- HTC
- Apple I phone
- Motorola
- Xiaomi (RedMi)
- Nokia
- Micromax
- Huawei
- LG
- Videocon
- Dell
- HP
- Asus
- Nexus
- Lenovo
- Karbonn
- One Plus One
- Others (Please Specify) ____________

Which OS platform does your smartphone has?

- Apple IOS
- Android
- Symbian
- Windows phone
- BlackBerry
- Firefox OS
- Sailfish OS
- Tizen
- Ubuntu
- Touch OS
- Others please specify ____________

Usage Duration of Smartphone per day

- Less than 8 hour
- Less than 12 hours
- More than 12 hours

How much you spend for mobile Internet/ Month: Rs. 150-250
- Rs. 251-350
- Rs.351 and above

Which internet technology you use

- 2G
- 3G
- 4G

Which App do you use regularly with your smartphone?
- Shopping App  - Gaming App  - GPS App  - Social Networking App
- Message and Chatting Apps  - Banking App  - Payment App

Others please specify ____________

Do you have m-shopping App installed in your phone?
- Yes  - No

Have ever shopped through mobile app before?
- Yes  - No

**PART II: Mobile app shopping related questions.**

**Instruction:** Please provide your mobile app shopping experience by checking the most appropriate answer for each statement.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Performance Expectancy</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find mobile shopping app as useful for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping through mobile app enables me to spend less money on shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile shopping App enables me to accomplish shopping more quickly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effort Expectancy</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning to operate mobile shopping app is easy for me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find mobile shopping app easy to use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My interaction with mobile shopping through app is clear and understandable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is easy for me to become skillful at using mobile shopping through app</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements</td>
<td>SD</td>
<td>D</td>
<td>N</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>----</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>----</td>
</tr>
<tr>
<td><strong>Internal Social Influence</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My family thought I should use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My colleagues thought I should use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My friends thought I should use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>External Social Influence</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I read/saw (News/ Social Media Networks/ Blogs) reports that using mobile app for shopping is a good way of online shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The popular press depicted a positive sentiment to use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mass media reports convinced me to use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expert opinions (Experts in online shopping) depicted a positive sentiment to use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Facilitating Conditions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have the resources (Smartphone, 3G,2G Internet) necessary to use mobile shopping app.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have the knowledge (Knowledge on how to use smartphone and apps) necessary to use mobile shopping app.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping through mobile app is compatible with other technologies I use.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can get help from others when I have difficulties using mobile shopping app.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Habit</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The use of mobile app for shopping has become a habit for me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am addicted to using mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I must use mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statements</td>
<td>SD</td>
<td>D</td>
<td>N</td>
<td>A</td>
<td>SA</td>
</tr>
<tr>
<td>------------</td>
<td>----</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>----</td>
</tr>
<tr>
<td><strong>Price Value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping through mobile app is good value for money.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The products which are offered through mobile shopping app is at bargain price.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In current trend, the product purchased through the mobile shopping app is considered to be a good buy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hedonic Motivation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For me, using the for shopping through app is:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fun</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>enjoyable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertaining</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MOBILE APPLICATION SELF EFFICACY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am able to use a mobile shopping app without the help of others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have the knowledge and skills required to use a mobile shopping app.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am able to use a mobile shopping app reasonably well on my own.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, I am confident in using a mobile shopping app by myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Trust</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase/Payments made through mobile shopping app will be processed securely.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transactions via mobile shopping app are secured.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am confident with the security measurements offered by mobile shopping app.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Privacy on mobile shopping app is well protected.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am not worry about providing personal information (such as contact details) and financial information (Credit/Debit Cards and Other e or m-payment details) for mobile shopping transactions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile shopping app is as secure as any e-commerce websites.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Perceived Risk</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think using m-shopping app in purchase/monetary transactions has potential risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think using m-shopping app in product purchases has potential risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think using m-shopping app in merchandise services has potential risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think using m-shopping app puts my privacy at risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Personal Innovativeness

<table>
<thead>
<tr>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>If I heard about new technology, I would look for ways to experiment with it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Among my peers, I am usually the first to explore new information technologies.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like to experiment with new information technologies.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In general, I am hesitant to try out new information technologies. (RC)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Flow

#### Instructions
The word “flow” is used to describe a state of mind that is sometimes experienced by people who are completely engaged in some activity. One example of flow is when a user is shopping through mobile app and achieves a state of mind where nothing else matters but the shopping; you engage in mobile app shopping with total involvement, concentration and enjoyment. You are completely and deeply immersed in it. Many people report this state of mind when using mobile apps for shopping.

<table>
<thead>
<tr>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you think you experienced flow, the last time when you used mobile app for shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In general, U experience flow whenever u shop through mobile apps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most of the time when u use mobile apps for shopping u feel like you are in a flow</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Behavioral Intention

<table>
<thead>
<tr>
<th>Statements</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>I intend to continue using mobile shopping app in the future</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will always try to use mobile shopping app in my daily life</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I plan to continue to use mobile shopping app frequently</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Product Involvement</td>
<td>Important</td>
<td>Unimportant (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>-----------</td>
<td>------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me purchasing electronic gadgets is</td>
<td>Important</td>
<td>Unimportant (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Boring</td>
<td>Interesting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Relevant</td>
<td>Irrelevant (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Exciting</td>
<td>Unexciting (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Nothing</td>
<td>Means a lot to me</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Appealing</td>
<td>unappealing (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Fascinating-</td>
<td>Mundane (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Worthless</td>
<td>Valuable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>Involving</td>
<td>Uninvolving (RC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To me having electronic gadgets is</td>
<td>not needed</td>
<td>needed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Apparel Product Involvement</th>
<th>Important</th>
<th>Unimportant (RC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To me purchasing apparels is</td>
<td>Important</td>
<td>Unimportant (RC)</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Boring</td>
<td>Interesting</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Relevant</td>
<td>Irrelevant (RC)</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Exciting</td>
<td>Unexciting (RC)</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Nothing</td>
<td>Means a lot to me</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Appealing</td>
<td>unappealing (RC)</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Fascinating-</td>
<td>Mundane (RC)</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Worthless</td>
<td>Valuable</td>
</tr>
<tr>
<td>To me purchasing apparel is</td>
<td>Involving</td>
<td>Uninvolving (RC)</td>
</tr>
<tr>
<td>To me purchasing apparel</td>
<td>Not needed</td>
<td>Needed</td>
</tr>
</tbody>
</table>

Note: RC= Reverse Coded
Use Behaviour

<table>
<thead>
<tr>
<th>In the past six months, U have engaged in mobile app shopping activities...</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>… in order to purchase online products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… in order to shop for products from different sellers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>….to make personal purchases</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How often do you shop through mobile app?

Thank You
LIST OF PUBLICATIONS


