



A study on impact on consumer behaviour of using mobile commerce service with special references to Coimbatore

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Abstract

This study investigates the impact of Mobile commerce (M-commerce) services on the consumer, focusing on consumer behaviour, market dynamics, and the evolving landscape of commerce. Through a mixed-methods approach, including surveys and interviews, data was collected from a diverse sample of mobile commerce users. The research explores demographic characteristics, transaction patterns, and factors influencing m-commerce adoption. Findings reveal significant shifts in shopping habits, with consumers increasingly favouring the convenience and accessibility of mobile transactions. However, concerns regarding security and privacy persist, highlighting the need for robust safeguards and consumer education initiatives. The study also examines the economic implications of m-commerce growth, including its impact on traditional retailers and overall market activity. Future trends and implications are discussed, along with recommendations for enhancing the mobile commerce experience and addressing emerging challenges. This research contributes to a deeper understanding of the transformative effects of mobile commerce on the consumer and informs strategies for businesses, policymakers, and consumers in navigating this evolving landscape.

Keywords: Consumer behaviour, Mobile commerce services, consumer

Introduction

In this introduction, we outline the key objectives of the study, which include assessing adoption rates, analyzing consumer behaviour, evaluating user satisfaction, and examining the cultural ramifications of m-commerce. By addressing these objectives, we aim to contribute comprehensive insights that go beyond mere statistics, providing a nuanced understanding of how m-commerce is shaping our interconnected world.

Objectives of the study

1. To analyse the current state of mobile commerce in the context of consumer.
2. To assess the impact of mobile commerce on efficiency, accessibility, and transparency in consumer.
3. To explore the user satisfaction and acceptance of mobile commerce services in consumer.
4. To examine the security and privacy concerns associated with mobile commerce in consumer.

Scope of the study

1. The study will concentrate on the integration of mobile commerce in the context of consumer.
2. The study across different age group of consumer will be considered for a comprehensive analysis.
3. The study aims to assess the effects of mobile commerce, accessibility, transparency, and overall effectiveness.

Limitation of the study

1. Findings may be specific to the selected consumer, limiting broader applicability.

2. Rapid changes in mobile commerce technology may outpace the study, impacting relevance.
3. There are only 160 responses included in the sample size.
4. The research was carried out in an extremely brief timeframe.

Statement of problem

Comprehensive research is necessary to address the modern challenge posed by the proliferation of mobile commerce (m-commerce) in the consumer domain. The consequences of this integration for the effectiveness, openness, and general success of consumer initiatives are still not fully recognized, even as government organizations use mobile technologies for project management and service delivery more frequently. Although the body of literature on mobile commerce in the private sector is extensive, it does not provide a thorough analysis of the impact of this phenomenon in the distinct settings of the consumer sphere. The purpose of this study is to close this important gap by exploring the various opportunities and problems related to the integration of mobile commerce into consumer initiatives. Concerns about end users' happiness, the security consequences of such solutions, and the efficacy of mobile commerce solutions in a diverse consumer.

Review of literature

1. M-shopping service quality dimensions and their effects on customer trust and loyalty: an empirical study (2023) The present study seeks to identify the salient mobile shopping (m-shopping) service quality dimensions as perceived by mobile shoppers (m-shoppers) and

examines the linkages between the derived m-shopping service quality dimensions, customer trust and customer loyalty.

2. B.M. Gupta, S.M. Dhawan, and Ritu Gupta(2018)¹ The objective of the study was to know about mobile commerce research growth, country wise contribution to international collaborative research, and identifying top 10 productive countries in this area The paper also provides information on their relative citation index, their international collaborative consummations share, activity index of sub-fields in mobile commerce research and bibliographic characteristics of 25 highly cited paper mobile commerce applications, technologies, and devices such as wireless user infrastructure, wireless network infrastructure, and mobile middleware.
3. Harriet Koshie Lamptey (2018)² The objective of the study was to know about Mobile commerce in developing countries A total of eighty articles on studies conducted during 2009 and 2015 were selected for this review The concept adds up to existing modes of commerce. The review disclosed that mobile payment services appear to have more patronage than retail activities.

Research methodology

My research is based on primary and secondary data to understand the scope of using mobile commerce among consumer and to make suggestions for the study of the impact of using mobile commerce. The primary data was collected through a questionnaire from a random sample of 50 people in Coimbatore.

Primary data

Primary data is fresh data, and that primary data has been used for the purpose of studying the impact of using mobile commerce by consumer. The questionnaire is used as primary data to collect information from the respondents.

Secondary data

The secondary data was collected from the various sources related to the mobile commerce. Like newspaper, social media, magazine and etc.

Data analysis

The computation of certain measurements and the search for a relationship between the data groupings are referred to as data analysis. The analysis of the data is the most skilled task in the research process. It calls for the researcher's judgment and skill.

Sample design

A defined strategy for selecting a sample from a specific population is known as sample design. It describes the method or process the researcher would use to choose the object for the sample. It is one of the most important for select the sample.

Area of the study

The study was conducted in Coimbatore.

Tools used

- Simple percentage
- Chi – square

Simple percentage

Table 1: Showing the occupation of the respondent

S.no	Occupation	Respondents	Percentag
1	Student	55	34.3%
2	Employee	66	41.3%
3	Professional	39	24.4%
	Total	160	100%

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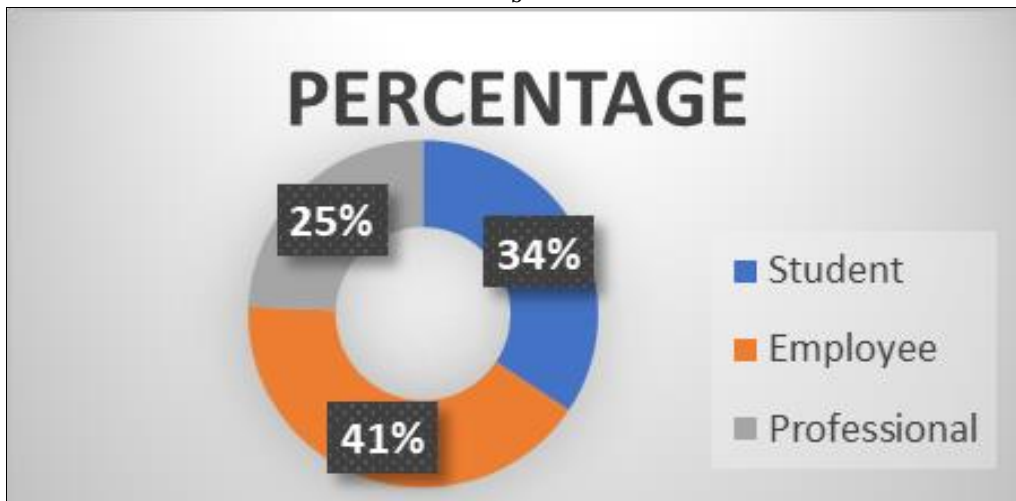


Chart 1: Showing the occupation of the respondents

Interpretation

The above chart showing that 34.3% of respondents are students, 41.3% of respondents are employees and 24.4% of respondents are professionals. Hence, majority (41.3%) of respondents are employees.

Table 2: Show the Relationship Between Age and How Frequently Mobile Commerce Services have been Used by Respondents

How frequently do you use mobile commerce services?				
Age Group	Daily	Monthly	Weekly	Grand Total
20-30 Years	28	12	31	71
31-40 years	15	9	16	40
41-50 years	7	7	18	32
Above 50 years	8	1	8	17
Grand Total	58	29	73	160

Table 3: Chi- square test

O	E	O-E	(O-E) ²	(O-E) ² /E
28	25.7	2.3	5.3	0.2
12	12.9	-0.9	0.8	0.1
31	32.4	-1.4	2.0	0.1
15	14.5	0.5	0.3	0.0
9	7.3	1.8	3.2	0.4
16	18.3	-2.3	5.3	0.3
7	11.6	-4.6	21.2	1.8
7	5.8	1.2	1.4	0.2
18	14.6	3.4	11.6	0.8
8	6.2	1.8	3.2	0.5
1	3.1	-2.1	4.4	1.4
8	7.8	0.2	0.0	0.0
			Total	5.9

(Source: primary data)

Significance level = 0.05

Interpretation

The calculated value of chi-square test is 5.9 is less than table value 15.507. Hence, it is null hypothesis there is no relationship between age group and frequently use of mobile commerce services.

Findings

- The majority 44.4% of respondents are from the age 20-30 years.
- The majority 51.9% of the respondents are Female.
- The majority 41.3% of respondents are employees.
- The majority 81.9% of respondents are in urban area.
- The majority 60.6% of the respondents are single.
- The majority 40% of the respondents are postgraduates.
- The majority 33.8% of the respondent’s income is 10000-15000.
- The majority 100% of respondents aware about the mobile commerce.
- The majority 45.6% of respondents uses mobile commerce services weekly.
- The majority 35.6% of respondents uses mobile commerce services for shopping.
- The majority 90.6% of respondents said that the mobile commerce services is convenient to use.
- The majority 30.6% of respondents influenced to use m-commerce services by mobile app.
- The majority 37.5% of respondents faced issues of user interface complexity while using the m-commerce services.
- The majority 45.6% of respondents were satisfied by using m-commerce services.
- The majority 33.1% of respondents were neutral though with the believe rate in transparency in m-commerce services.
- The majority 43.1% of respondents were said mobile commerce services is convenient compared to traditional method.

- The majority 57.5% of respondents were said significant improvement in the efficiency of services since the introduction of m-commerce.
- The majority 57.5% of respondents moderately confident in security measures implemented for m-commerce transaction.
- The majority 35.6% of respondents need additional security measures in add an extra verification step in mobile commerce services.
- The majority 34.4% of respondents want enhanced security measures in future in mobile commerce services.
- The majority 36.9% of respondents selected user-friendly interface in mobile commerce services.
- The majority 78.8% of respondents have accepted that M-commerce services are changing the spending habits.
- The majority 34.4% of respondents said that the information which is provided by m-commerce services is neutrally reliable and accurate.

Suggestions

- Integration of AR, VR, AI, and voice recognition technologies enriches the mobile shopping experience, making it more immersive and engaging.
- Streamlines the buying process, reducing checkout time and making transactions quicker and more efficient.
- Mobile apps collect data for personalized recommendations, enhancing user experience and fostering loyalty.
- Mobile commerce makes shopping convenient anytime, anywhere, boosting consumer engagement and sales.
- Tools for businesses to engage with customers through targeted messages and promotions.

Conculsion

In this study shows how mobile commerce services affects people in different ways. It found that using apps and websites for buying things on phones is really convenient and helps businesses grow. But there are also issues like keeping our information safe and making sure everyone can use mobile shopping easily. Overall, it suggests that we need to make mobile shopping better for everyone while also making sure it's safe and fair.

References

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