



CONSUMER PERCEPTION TOWARDS MOBILE COMMERCE IN ALANGULAM

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ABSTRACT :

Nowadays, mobile companies invented new smart phones day by day. So the user can get all the information online on their cellphones. These e-commerce companies are targeted these smartphone users through the mobile website and due to this website Mobile Commerce came into existence.



KEYWORDS : online shopping , knowledge of consumers behaviour , interview schedule.

STATEMENT OF THE PROBLEM:

To have a deep knowledge of consumers behaviour regarding online shopping through mobile. To find out the reason for choosing mobile commerce, problems faced by the consumers while purchasing through mobile commerce etc.

DATA COLLECTION:

Primary data was collected through interview schedule from mobile online shopping users in Alangulam area. To measure the level of usage and impact of mobile online shopping, 100 respondents were selected. Convenience sampling has been used as the sampling technique for this research.

OBJECTIVES OF THE STUDY:

- To find out the reasons for choosing mobile shopping.
- To find out the problem faced by the respondents while purchase through m-commerce.
- To ascertain the satisfaction level of the respondents.

DATA ANALYSIS:

Tabulation, percentage analysis and statistical procedure were used to interpret the collected primary data. Garret ranking techniques was also used for this research.

Table: 1 FREQUENCY OF PURCHASE THROUGH MOBILE PHONE

S.No	Frequency of Purchase	Respondent	No of Applications	Respondent
1	Daily	0	Below 2	168
2	Weekly	6	2 – 4	122
3	Monthly	0	More than 4	110
4	In case of need	294		300
	Total	300		

Source: Primary Data

Table1 shows the frequency of purchase through mobile phone and number of applications used for purchase. Out of 300 respondents 6 percent of the respondents purchase weekly and 94 percent of the respondents purchase only in case of need. In case of number of applications used for purchase most of the respondents are using below 2 applications.

TABLE:2 PRODUCTS PURCHASED THROUGH MOBILE PHONES

S.No	Product	Respondent	Percentage
1	Electronics	42	14
2	Books	84	28
3	Stationary	12	4
4	Fashion	24	8
5	Home, Kitchen	12	4
6	Grocery	6	2
7	Beauty & Health Sports & Fitness	18	6
8	Toys and baby products	6	2
9	Mobile	78	26
10	DTH Recharge	0	0
11	Payment of Utility bills	6	2
12	M-Banking	6	2
13	Ticket Booking	6	2
	Total	100	100

Source: Primary Data

Most of the respondents have been using mobile commerce to purchase books

TABLE: 3 MODE OF PAYMENT

S.No	Mode of payment	Respondent	Percentage
1	Credit card	42	14
2	Debit Card	30	10
3	Net Banking	24	8
4	Cash on Delivery	204	68
5	Particular APP Wallet	0	0
6	EMI	0	0
	Total	100	100

Source: Primary Data

Regarding the payment in case of mobile commerce most of the respondents prefer Cash on Delivery option.

TABLE: 4 REASON FOR CHOOSING MOBILE COMMERCE

S.No	Statement	SA	A	NO	DA	SDA	Total
1	Easy to use while comparing step Delivery	16	66	18	0	0	100
2	Door step delivery	50	20	20	0	10	100
3	Variety of products at our finger Tip	10	0	20	20	50	100
4	M-Commerce exclusive offers	90	6	0	4	0	100
5	Pin enabled user id and password	0	4	0	6	90	100
6	Exclusive offer on payment through wallet	50	0	50	0	0	100
7	Easy to order	20	10	40	24	6	100
8	Easy to modify order	6	24	40	10	20	100
9	Easy to Cancel order	20	40	10	10	20	100
10	Tracking shipment on mobile	10	10	10	10	60	100
11	Easy refund	30	30	0	30	10	100
12	Product review available on mobile application	8	16	24	0	52	100
13	Can contact the retailer through Mobile	50	0	0	0	50	100
14	Festival Offers	80	20	0	0	0	100

SA- Strongly Agree A – Agree DA – Disagree SDA – Strongly Disagree No – No opinion

90% of the respondents strongly agreed that they have been choosing mobile commerce due to the exclusive offers.

TABLE: 5 USAGE PREFERENCE OF THE RESPONDENTS (RANK)

No	Apps	1	2	3	4	5	6	7	8	9	Total Score	Mean Score	Rank
1	Amazon	64	22	10	2	2	0	0	0	0	7524	75.24	I
2	Flipkart	28	34	10	2	2	16	8	0	0	6444	64.44	II
3	Snap deal	4	34	32	16	2	6	2	4	0	6082	60.82	III
4	Shop clues	6	6	24	20	10	10	22	4	8	4676	46.76	V
5	Myntra	4	2	26	4	18	16	12	6	12	4746	47.46	IV
6	Paytm mall	0	0	8	6	8	22	14	26	6	4144	41.44	VI
7	Big Basket	0	0	2	26	6	10	22	26	8	4112	41.12	VII
8	M Banking	0	0	2	14	4	18	14	26	22	3654	36.54	VIII
9	IRCTC	0	0	4	4	26	4	8	8	46	3370	33.70	IX

The above table shows that, most of the respondents were using Amazon app, so first rank goes to Amazon and the final rank goes to IRTCTC.

TABLE:6 OPINION ABOUT MOBILE COMMERCE

S.No	Statement	SA	A	NO	DA	SDA	Total
1	I usually use my smart phone for shipping	20	40	0	20	20	100
2	I feel comfortable when making retail purchase using my smart phone	24	4	24	0	48	100
3	I feel comfortable relying on retailer when using my smart phone shopping	50	50	0	0	0	100
4	It is okay using smart phone to perform retail transactions seems retailer using the interest generally fulfil their agreement	26	24	26	24	0	100
5	Using Smart phones is monetary transaction as potential risk	20	20	40	0	20	100
6	Smart phone shopping puts my privacy at risk	10	10	30	30	20	100

Source: Primary Data

TABLE:7 PROBLEMS FACED BY THE RESPONDENTS WHILE USING MOBILE COMMERCE

S.No	Statement	SA	A	NO	DA	SDA	Total
1	Risk associated with product being delivered to my home	20	0	20	0	14	54
2	Money charged but order not placed	10	20	20	2	2	54
3	Not availability of COD	20	0	20	0	14	54
4	Delivery not available at my pin code	10	20	20	2	2	54
5	Higher delivery charges	10	20	10	10	4	54
6	I did not get what I	12	12	24	0	6	54

	Ordered						
7	Delay in refund	20	0	20	0	14	54
8	Delay in delivery of Products	24	0	24	0	6	54
9	Hidden payment gateway Changes	10	10	20	0	14	54
10	Network problem while Purchasing	50	0	4	0	0	54
11	No response from retailer	12	12	24	0	6	54

Respondents face some problems while purchasing through mobile commerce, most of the respondents had network problem while purchasing.

TABLE: 8 STATEMENT REGARDING SAFETY & SECURITY

S.No	Statement	SA	A	NO	DA	SDA	Total
1	Smart phones have enough security to make me feel Comfortable	20	40	0	20	20	100
2	I feel assured the legal and security measures adequately protect me	26	24	26	24	0	100
3	Encryption and other technological security make its safe	20	40	0	20	20	100
4	I hesitate to give my credit / debit / Net banking Details	24	4	24	0	48	100
5	I believe my personal information is private when making transaction from my smart phone	10	10	30	30	20	100
6	I feel that I am at risk of Identity theft	20	20	40	0	20	100
7	In general smart phone is now in a strong and safe Environment	50	0	50	0	0	100

Respondents felt that smart phone is now in a strong and safe environment.

TABLE:9 SOLUTIONS GIVEN BY THE SELLER IN SOLVING THE PROBLEM

S.No	Statement	SA	A	NO	DA	SDA	Total
1	Initiating Refund	20	40	20	6	14	100
2	Product Replacement	0	0	50	0	50	100
3	Extra discount for delayed Delivery	34	16	34	0	16	100
4	Network problems can be solved by initiating refund or by reordering the Product	50	0	50	0	0	100
5	Customer care support from sellers	20	40	20	6	14	100

Respondents preferred to have extra discount for delayed delivery of the products ordered

TABLE: 10 OVERALL SATISFACTION ON MOBILE COMMERCE

S.No	Satisfaction	Respondent	Percentage
1	Highly satisfied	16	16%
2	Satisfied	56	56%
3	No Opinion	6	6%
4	Highly dis-satisfied	22	22%
5	Dis-satisfied	0	0%
	Total	100	100%

Source: Primary Data

The above table shows the satisfaction opinion of the respondents. Out of 100 respondents 56 percent of the respondents were satisfied with m-commerce. 16 percent of the respondents were highly satisfied, 6 percent of the respondents told no opinion and the remaining 22 percent of the respondents were highly dis-satisfied.

FINDINGS:

- It is observed that, 54 percent of the respondents are 20 -25 years old.
- It is observed that, out of 100 respondents 48 are males.
- It is observed that, 96 percent of the respondents are unmarried.
- Out of 100 respondents 94 percent are belongs to joint family.
- It is observed that, 50 percent of the respondents have 3to 5 family members.
- It is observed that, 94 percent of the respondents are graduates.
- It is observed that, 94 percent of the respondents purchase only in case of need.
- Out of 100 respondents 68 percent of the respondents are using below 2 applications
- It is observed that, 28 percent of the respondents are buying books,.
- It is observed that, 68 percent of the respondents are using Cash on Delivery option.

- Regarding the reason for using Mobile Commerce, - Out of 100 respondents 90 percent of the respondents are strongly agreed to the statement M-Commerce exclusive offers
- Respondents preferred to have extra discount for delayed delivery of the products ordered.
- Respondents felt that smart phone is now in a strong and safe environment.
- Respondents face some problems while purchasing through mobile commerce, most of the respondents had network problem while purchasing.
- Most of the respondents were using Amazon app for their shopping.

SUGGESTIONS:

The following are the major suggestions from the research on "Mobile commerce". Even though online shopping is increasing still many people believe in traditional method of shopping.

- People believe that online shopping is quite expensive and there are no ways for bargaining.
- Many customers though may be ready to shop online through mobile but are not much aware of it.
- Mobile commerce is newly emerged virtual market and hence measures must be taken to increase their market share.
- People feel unsecured using online shopping, disclosure of their personal information paying online and delivery of products.
- Customer's always looks for some extra benefit while purchasing. They demand for affordable price for products and gifts with their purchase.
- Purchase motivation will be increase the brand image.
- Last but not least, every company should create awareness about mobile commerce online shopping to the people.

CONCLUSION:

From the study it was conclude that, most of the respondents were satisfied with their mobile shopping. But some of the respondents were not satisfied for some reasons, like payment system, high price, package problem and misleading advertisement etc,. So every company keep eye on that type of problem and has to take remedies to correct those problems which will lead to increase in their sales volume as well as attract new customers. Consumers before making their purchase has to get information about that particular product, payment system and delivery system etc,.

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