

## Customer's Perception and Impact of M-Commerce in Dehradun

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### Abstract

The mobile phone popularly known as a cell phone or simply cell has become our communications centre, our digital diary and entertainment gateway, primary source of all types of media consumption, our electronic wallet and our gateway to real-time information customised to all our needs. The concept of mobile commerce can be defined in various ways. Mobile Commerce is a mixture of information and communication technology, mobile technology and internet. This present study is completely based on primary data in nature. The survey method is used in this Research study to derive gainful insights and knowledge of the awareness and Customer Perception on Impact of Mobile Commerce residing in Dehradun.

### Introduction

The mobile phone popularly known as a cell phone or simply cell has become our communications centre, our digital diary and entertainment gateway, primary source of all types of media consumption, our electronic wallet and our gateway to real-time information customized to all our needs. The concept of mobile commerce can be defined in various ways. Mobile Commerce is a mixture of information and communication technology, mobile technology and internet. The following section provides the gist of what mobile commerce is all about. Ovum defines mobile commerce as, "The core of mobile E-commerce is the use of a terminal (telephone, PDA, PC device, or custom terminal) and public mobile network (necessary but not sufficient) to access information and conduct transactions that result in the transfer of value in exchange for information, services or goods".

M-Commerce defines Mobile commerce as, "The use of wireless technologies to provide convenient, personalized and location-based services to your customers, employees and partners". Mobileinfo.com explains, "Any electronic transaction or information interaction conducted using a mobile device and mobile networks that lead to the transfer of real or perceived value in exchange for information, services or goods", as Mobile Commerce.

The impressive growth of mobile usage in India is due to decrease in instrument cost and increasing number of mobile applications popularly known as APP supported with free internet offers. More and number of users are switching over as of 'desktop to mobile' for

achieving new attractive transaction in the digital marketplace. With more than 75 % mobile users, promising high competition, novel ways to attract new age customers', the way of doing business has changed dramatically by the use of mobile. Smartphone usage has grown at an explosive rate in the recent past. During the last two years, there had been a great impact on the adoption of Mobile commerce in India.

## Mobile Commerce Growth

According to Ovum study report, 2016, global Mobile commerce transaction value is estimated to reach USD 693359 million by 2019. Research conducted across 19 participating countries reveals that the behaviour of purchasing products or services on mobile devices is prevalent (2016) today. It further brings out,

## Mobile Commerce Issues in India

- Internet Infrastructure
- Lack of Awareness & Personal Touch
- Security Issues
- Technical limitations and low internet connectivity and
- Usability problem and language barrier

As e-Marketer has pointed out, much of mobile commerce's growth is being driven by these devices with a wide variety of forms, capabilities and operating systems. The following figure illustrates the explosion of mobile commerce can occur in and around the worldwide. One can't wish away the mobile related technologies and their development which influence every day's people's life.

## Limitations of M-Commerce in Indian Market

- **Lack of customer Awareness:** People are, still, not aware of the Mobile commerce. People are at a standstill frightened for adopting and purchasing online. Moreover, people are uncomfortable in buying a product through Mobile commerce.
- **Lack of mobile Internet Connectivity:** the connection of internet is not accessible at many places in India.
- **Language Barrier:** in India, most of people are not good in the English communication.
- **A lesser amount of Graphic Resolutions:** here, In evaluation to laptop or computer and mobile devices had fewer graphics resolutions.
- **Research Online and Purchase Offline tendency (of the customers):** People always like to purchase offline method as they do not desire to engross in recurring policies.
- **Security issues:** Online threats, like hacking, phishing, identity theft, are there in online technology. When online customer makes a online payment, they are taken to the third party, even in many cases, the third party is found very inefficient, if anything goes wrong.

## Importance of the study

There are various studies about Mobile commerce. But there is no in-depth study has been carried out about on Impact of Mobile commerce in Dehradun. In order to fill this gap, an attempt is made to explore the factors influencing the adoption of Mobile commerce in Dehradun. Hence, it is necessary to study to understand Customer Perception of Mobile commerce in order to better design and deliver Mobile commerce services. Results of the study will be helpful for both Academicians and Practitioners to better design innovative and satisfying Mobile commerce applications.

## Objectives of the Study

- To study the socio-economic and demographic variables among mobile commerce service users in Dehradun.
- To identify the level of awareness of mobile commerce service users in Dehradun.
- To analyze the level of satisfaction of mobile commerce applications in Dehradun.

## Methodology

This present study is completely based on primary data in nature. The survey method is used in this Research study to derive gainful insights and knowledge of the Customer Perception on Impact of Mobile Commerce residing in Dehradun. The data collected from both the sources were scrutinised, edited and tabulated. The data collected from 720 respondents have been explored in this study. And the secondary data have been collected from, books, journals, magazine and internet. For data analysis, the descriptive and applied statistics were used with help of SPSS statistical tools.

## Data analysis and interpretation

**Table 1. Profile of the customers**

Demographic variables		No of respondents	Percentage
Gender	Male	614	85.30
	Female	106	14.70
Age	Below 18 years	306	42.50
	19 to 30 years	218	30.30
	31 - 45 years	73	10.10
	45-60 years	96	13.30
	Above 60 years	27	3.80
Educational Qualification	School Level	69	9.60
	Diploma	178	24.70
	Graduate	370	51.40
	Postgraduate	98	13.60

	Others	5	0.70
Marital Status	Married	248	34.40
	Unmarried	472	65.60
Occupation	Student	246	34.10
	Housewife	28	3.90
	Self employed	210	29.20
	Employed	232	32.20
	Retired	4	0.60
Monthly Income	Less than Rs.15000	309	42.90
	15001-30000	158	21.90
	30001-40000	103	14.40
	Above 40000	150	20.80
Size of Family	2 to 4 members	543	75.40
	5 to 6 members	143	19.90
	More than 6 members	34	4.70
Family Type	Joint Family	328	45.60
	Nuclear Family	392	54.40
Location	North	251	34.90
	South	289	40.10
	Central	180	25.00

From the Table No. 1 above and the data analysis, the customers profiles of the respondents are:

From this table this is clear that majority 85.30% of the respondents are found Male, and only 14.70% of the respondents are found to be female.

Majority 42.50% of the respondents belong to less than 19 years age group. One-third of the respondents belong to 19-30 years age group (30.30%). 13.30% of the respondents belong to age group 45-60 years. Like this 10.10% of the respondents belong to 31 to 45 years age group. Only 3.80% of the respondents belong to above 60 years age group. It shows that younger generation is towards mobile commerce.

Half of the respondents have completed graduation (51.40%). Almost one-fourth of the respondents are diploma holders (24.70%). 13.60% of them are postgraduates, and 9.60% of them have completed until school level. 0.70% of the respondents have chosen others as their option, which shows that some of the respondents are having other than listed qualification, but also they are able to use mobile commerce.

Majority of the respondents are unmarried (65.60%) and 34.40% of them are married.

One third (34.10%) of the respondents are students. Nearly 32.20% of the respondents are working in an organisation, and 29.20% of the respondents are self-employed. 3.90% of them are homemakers, and 0.60% of the respondents are retired.

Almost 42.90% of the respondents' monthly income is less than 15000 rupees. 21.90% of their incomes lie between Rs. 15001 –30000 and 20.80% of them earn more than Rs. 40000. 14.40% of them earn Rs. 30001 -40000.

Analyses of level of awareness of mobile commerce namely types of Smartphone, type of connection, the network provided, grocery store, dealer, in respect of the frequency and percentage is given in Table No. 2 below:

**Table 2.Level of Awareness of Mobile Commerce**

<b>Particulars</b>		<b>No of Respondents</b>	<b>Percentage</b>
Type of your Smartphone	Android	407	56.50
	Windows	214	29.70
	Apple	80	11.20
	Others	19	2.60
Type of connection	Post paid	335	46.50
	Prepaid	385	53.50
Network provider	Reliance	371	51.53
	BSNL	164	22.78
	Airtel	185	25.69
Grocery Store	Yes	434	60.30
	No	286	39.70
Dealer	Yes	460	63.90
	No	260	36.10
Internet	Yes	477	66.20
	No	243	33.80
Others	Yes	295	41.00
	No	425	59.00
Mobile Usage Per Month (Rs.)	Less than 300	310	43.10
	301-500	248	34.40
	501-700	71	9.90
	701-1000	47	6.40
	More than 1000	44	6.20
Distance	Less than 2 kms	245	34.00
	2.1-4 km	167	23.20
	4.1-6 km	116	16.10
	6.1-8 km	79	11.00
	More than 8 km	113	15.70

Descriptive data analysis of the above table No. 4.2 brings out, More than half of the respondents (56.50%) have the android type of smart phones, 29.70% of them have windows, 11.20% of them have apple mobile phones and 2.60% of them responded that they use other types of operating system.

53.50% of the respondents are using pre-paid, and 46.50% of the respondents are using the post paid connection.

Half of the respondents network provider is Reliance (51.50%), 25.69 % of respondents are using Airtel and rest 22.80% of the respondents are using BSNL, network.

More than 60% of the respondents have done their recharge/top up in grocery stores, through a dealer and by internet also.

The majority (43.10%) of the respondents spend less than Rs.300 per month for mobile. 34.40% of their monthly usage is between Rs.300-Rs.500. 9.90% of the respondent's usage is between Rs.500-Rs.700. 6.40% of them have spent Rs.700 to Rs.1000, and only 6.20% of the respondents have spent more than Rs.1000 for their mobile usage on a monthly basis.

One-third (34.00%) of the respondents reside within 2 km of the Bank. 23.20% of the respondent's distance between Bank and their residence is 2 to 4 km. 4 to 6 km is the distance between Bank and residence for 16.10% of the respondents. 15.70% of the respondent's distance is more than 8 km from residence and Bank. 11% of the respondents have to travel 6 to 8 km for reaching Bank from the residence. This implies that even the Bank is near to their residence they are using mobile commerce application.

**Independent Sample t-Test on Level of Satisfaction towards Mobile Commerce Application**

	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>
Travel	-3.462	718	.001**
Concert Reservation	-3.780	718	.000**
Credit Card	-3.070	718	.002**
Database	-2.723	718	.007**
Entertainment	-2.903	718	.004**
Location Service	-1.555	718	0.120
Mobile Banking	-3.008	718	.003**
Mobile Trading Stock	1.320	718	0.187
News Information	-3.569	718	.000**
Sales	-0.269	718	0.788
Cash on Delivery	-2.860	718	.004**

\*\*1% level of significance

Using Independent sample t-test, it is tested whether impact on the level of satisfaction towards mobile commerce application. Since the P value is greater than 0.01, for location service ( $p=0.120$ ), mobile trading stock ( $p=0.187$ ) and sales ( $p=0.788$ ). Therefore there affects customer satisfaction level of the respondents towards mobile commerce application.

But p value is less than 0.01 for travel ( $p=0.001$ ), reservation ( $p=0.000$ ), credit card ( $p=0.002$ ), database ( $p=0.007$ ), entertainment ( $p=0.004$ ), mobile banking ( $p=0.003$ ), news information ( $p=0.000$ ) and cash on delivery ( $p=0.004$ ), it implies that the level of satisfaction vary significantly with their customer using of mobile. Therefore customer's using of mobile have an impact on the level of satisfaction towards the mentioned mobile commerce application.

## **Summary**

The mobile phone popularly known as a cell phone or simply cell has become our communications centre, our digital diary and entertainment gateway, primary source of all types of media consumption, our electronic wallet and our gateway to real-time information customized to all our needs. The concept of mobile commerce can be defined in various ways. Mobile Commerce is a mixture of information and communication technology, mobile technology and internet.

When mobile technology was introduced in India, not even the biggest telecom experts had predicted the impact of cellular phones on the life of Indian people. Now, the majority of transactions are carried on through the use of Cellular services. The future is here, day-by-day the techno-oriented customers are demanding newer and newer technology. Mobile commerce is the technology of the future. It will change the way the people carry on the routine transactions. It is important to highlight that this research was conducted with the resources accessible within the time frame provided for a detailed assessment of the customer perception and impact of Mobile commerce in Dehradun.

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