

# ADOPTION OF M-COMMERCE AMONG YOUTH IN SURAT CITY

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**Abstract:** Mobile phones have become an essential part of human life. Teenagers are the majority of mobile phone user in the world. It has become very easy to do any kind of dealing with this mobile phone and smartphones. As the technological knowledge is increasing<sup>1</sup> day by day, people are transferring to Mobile Commerce. M-commerce is in every field this days, such as m-banking, m-payment, m-shopping and many more. This paper identifies how youngsters are adopting M-Commerce in this technological era.

**KEYWORDS:** Commerce, M-commerce, Mobile, Youth adoption

## I. INTRODUCTION:

Adopting disruptive technology and riding on the Digital India bandwagon, the e-commerce sector has survived the slowdown in 2017 and benefited from the mobile-commerce sales, advanced shipping, multiple payment options and discounts have fueled the growth of the e-commerce sector across the world.

The phrase Mobile commerce was originally coined in 1997 by Kevin Duffey at the launch of the Global Mobile Commerce Forum, to mean "the delivery of electronic commerce capabilities directly into the consumer's hand, anywhere, via wireless technology." Mobile commerce transactions continue to grow, and the term includes the purchase and sale of a wide range of products and services, such as online banking, bill payment and information delivery. Advances in mobile technology and the growing availability of smartphones are stimulating the rapid development of mobile commerce applications. Mobile commerce (m-commerce) is a new type of e-commerce, enabling transactions to be conducted via mobile devices. Due to its unique characteristics, m-commerce promises new business opportunities with unprecedented market potential.

## II. LITERATURE REVIEW

[1] Towards an efficient shopping mechanism for M-commerce

Ajakaiye, T. D., & Krause, K. S. (2016) found that Mobile commerce (M-commerce) is the facility to carry out commerce using mobile devices. This mechanism provides freedom to the customers that they can perform transaction anywhere, anytime. In this research, we propose a solution that makes the use of intelligent agents as the component units around which our application and its services can be conceptualized. One such application is Pocket Savvy which is an android base application based on the principals of m-commerce. It's based on the buying of online products in an efficient and effective way through mobile devices.

[2] Intelligent agent-based hotel search and booking system

McTavish, C., & Sankaranarayanan, S. M-commerce (2016) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants PDA. M-commerce provides lot of services like Mobile ticketing, Mobile banking, Mobile location-based services, Mobile auctions, Mobile purchasing and so on.

[3] Transformation from e-commerce to m-commerce in India

Kaur( 2017) found that Electronic commerce and mobile commerce are not to the business, government and consumers on massive scale. Many companies, organizations, and communities in India are doing business using E-commerce and are adopting M-commerce for doing business. But still E-commerce is not ubiquitous and pervasive and M-commerce is at nascent stage in India. In this study researchers identified the potential of E-commerce and M-commerce by reviewing its status in India and considering the online users and their usage behavior. Through this paper, researchers attempt to identify the issues for the future growth of E-commerce and M-commerce with its present volume transactions in India and highlighted critical challenges before E-commerce and M-commerce would become an asset for common people.

[4] Online based Authentication and secure payment methods for M-Commerce Applications

Bravo, J., Carrasco, R., Sharif, B. S., & Soto, I. (2017) conclude that M-commerce involves the use of mobile devices such as mobile phones and PDA's in carrying out electronic transactions. Applications in this domain range from normal information consumption to high security financial electronic transactions. This thesis introduces a platform (e.g. Symbian, iPhone OS and Android OS) independent way of carrying out secure authentication from a mobile device. This was done by designing, prototyping and evaluating a platform-independent authentication method called OSP. An investigation and prototype implementation of how m-commerce applications can include secure payment capabilities was also presented. Questions that were answered in this study include; how we verify that a user is who he claims to be and how do we carry out financial transactions in a secure way

#### [5] Determinants of M-Commerce Adoption by online Consumers

Gitau & Nzuki(2014) conclude that M-Commerce is the making of payments for products and services using mobile devices. The proliferation of mobile devices has resulted to into substantial growth of M-commerce. This is because of anytime anywhere connectivity, low cost of business, increased recent sales avenues and customer loyalty. But even with the high penetration rate of Mobile phones, a relatively low adoption rate of M-Commerce has been observed in the developing countries. This study provides the theoretical underpinning for various interventions to promote M-Commerce Adoption.

The review of literature provides proper understanding for subject matter. This reviews of literature encouraged researchers to conduct this study.

### III. RESEARCH METHODOLOGY

#### Objectives

1. To know the adoption of youth for different uses of M commerce
2. To identify for what purpose they use M commerce
3. To know the usage of M commerce among different Gender
4. To know is the usage of M-commerce among different occupational groups
5. To know is there any association between education status and usage of E- Wallets

#### Nature of Research

- **The Research Design**

Malhotra and Birks (2007) describe the research design as a framework or blueprint for conducting a marketing research project. The research design specifies which procedures are necessary to be carried out in order to solve a research problem

- **It was an Applied Research**
- **It was a descriptive Research**

#### The Target Population

The target population in this research is youth of the Surat city which are between the age 18 to 35

#### Sampling Design

- **Sampling Technique:** Convenience sampling method was used which is one of the types of Non-probabilistic Sampling.
- **Sample Size:** For this research 120 sample size was taken.
- **Sample Frame:** Geographical boundaries of Surat City,
- **Sample Elements:** Youth, age between 18 to 35 years of Surat city.

#### Source of Data & Data Collection

- **This research was based on Primary data**
- **Research Instrument:** - Structured Questionnaire
- **Survey Method:** Questionnaire was published online through Google forms, and then respondents were asked to fill up that. Link of questionnaire was sent to them through message/SMS/whatsapp message/email.

#### Hypothesis

H0 : there is no association between education qualification and usage of E-wallets

H1: there is association between education qualification and usage of E-wallets

#### Limitations

- The study was only be limited to the Surat city.
- There was possibility of biased answers on part of respondents and because of that findings may be inappropriate.
- Since the study was based on the convenient sampling it may not depict the accurate outcome for population.

- Limited time period was devoted and due to this only 120 samples were collected.

#### IV. DATA ANALYSIS

- The data was processed through Descriptive analysis with the help of SPSS.

##### Q1: For what purpose do you prefer mobile booking?

**Table 1 Descriptive Statistics for purpose of mobile booking**

Purposes	N	Mean	Std. Deviation
Train tickets Reservation Purpose	87	3.08	1.608
Air tickets Reservation Purpose	86	3.06	1.582
Bus tickets Reservation Purpose	87	2.57	1.411
Entertainment venue Reservation Purpose	87	3.21	1.593
Hotel rooms Reservation Purpose	85	2.99	1.460

From above table it can be said that youth have mostly adopted m commerce for Entertainment venue Reservation Purpose that is its mean value if 3.21 while least is bus tickets reservation with mean value of 2.57.

##### Q2: For what purpose do you prefer mobile banking?

**Table 2 Descriptive Statistics for mobile banking**

Mobile banking Uses	N	Mean	Std. Deviation
Mobile banking - Transfer Money	78	3.41	1.591
Mobile banking - Account balance checking	78	3.37	1.596
Mobile banking - Making Payments	78	3.58	1.437
Mobile banking - Regular day to day Transactions	77	3.14	1.537
Mobile banking - For any type of request	76	2.99	1.545

From above table it can be said that youth have mostly adopted m commerce in mobile banking for making payments, it's mean value is 3.58, while least is for any type of request with 2.99 mean value.

##### Q3: What items do you prefer to shop online?

**Table 3 Descriptive Statistics for online shopping**

Online Product purchase uses	N	Mean	Std. Deviation
online products purchase - Electronics Products	87	2.99	1.506
online products purchase - Fashion products	87	3.02	1.517
online products purchase - Home décor and furniture	87	2.90	1.347
online products purchase - TV & Appliances	87	2.82	1.435
online products purchase - Books	87	3.10	1.455
online products purchase - Personal care products	87	3.16	1.438

From above table it can be said that youth have mostly adopted m commerce in online shopping for personal care products, it's mean value is 3.16, while least is TV & Appliances with mean value of 2.82.

##### Q4: For what study related purpose do you prefer mobile?

**Table 4 Descriptive Statistics for study related purpose**

	N	Mean	Std. Deviation
study related purpose [Collecting information (free source)]	98	3.41	1.661
study related purpose [Collecting information (paid source)]	97	2.72	1.519
study related purpose [Watching video lectures]	98	3.01	1.536
study related purpose [Referring books online]	98	3.15	1.431
study related purpose [Project preparation]	98	3.28	1.610

From above table it can be said that youth have mostly adopted m commerce in study related purpose for collecting information from free source, its mean value is 3.41, while least is collecting information from paid sources.

**Cross tabulation: Q1. Do you use mobile phone for any commercial transaction purpose? \* Gender**

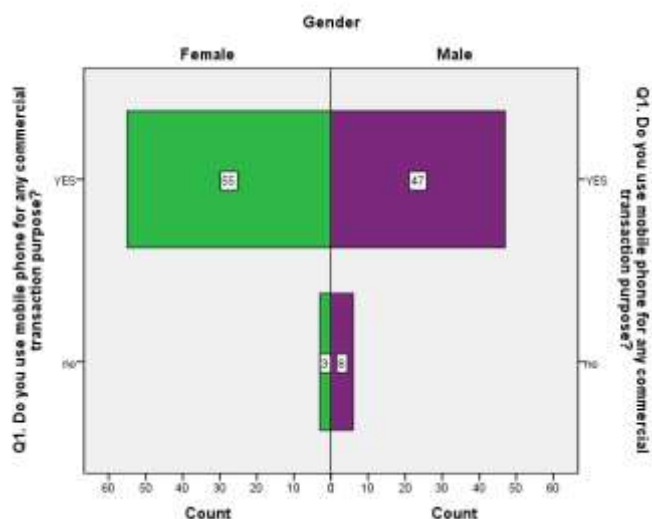


Fig 1 (usage of mobile for transaction purpose with respect to gender)

From the chart we can see that from responses only 8.10% users are not using mobile phone for any transaction among them 37.5% are female respondents and 66.6% are male respondents and 91.89% respondents are using their phone for transaction among them 53.92% are female and 46.07% are male.

**Cross Tabulation**

**Table 5: Use of mobile phone for any commercial transaction purpose vs Occupation Cross tabulation**

			Occupation					Total
			Businessman	Housewife	Profession	Service cl	Student	
Use of mobile phone for any commercial transaction purpose.	no	Count	2	0	1	1	5	9
		% within Occupation	22.2%	0.0%	4.8%	5.3%	8.6%	8.1%
	YES	Count	7	4	20	18	53	102
		% within Occupation	77.8%	100.0%	95.2%	94.7%	91.4%	91.9%
Total	Count	9	4	21	19	58	111	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

From the table 5 we can say that 100% housewives, 95.2% professionals, 94.7% service class people, 91.4% students and 77.8% businessmen are using their mobile phone for any commercial transaction.

**Hypothesis testing**

H<sub>0</sub>: There is no significant association between education qualification and usage of E-wallets

**Table 6: Having any E -Wallet in your mobile phone vs Education Qualification Cross tabulation**

			Education Qualification			Total
			under graduates	graduates	postgraduates	
Q11. Do you have any E -Wallet in your mobile phone?	no	Count	6	30	20	56
		% within Q11. Do you have any E -Wallet in your mobile phone?	10.7%	53.6%	35.7%	100.0%
	yes	Count	11	23	15	49
		% within Q11. Do you have any E -Wallet in your mobile phone?	22.4%	46.9%	30.6%	100.0%
Total	Count	17	53	35	105	
	% within Q11. Do you have any E -Wallet in your mobile phone?	16.2%	50.5%	33.3%	100.0%	

**Table 7: Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	2.655 <sup>a</sup>	2	.265
Likelihood Ratio	2.670	2	.263
N of Valid Cases	105		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.93.

In the table the Pearson chi-square value  $\chi^2 = 2.655$  and value of Asymp. Sig(p value) is 0.265 means here  $p > 0.05$ ; thus the null hypothesis is fail to reject, since  $P > 0.05$ , so can be concluded that there is no association between education qualification and usage of E-wallets

## V. CONCLUSION

From the research we can conclude that from the youth most of the youth are using M-commerce, mostly they are connected with it, which shows that the Adoption of technological change as we can see that, the major areas which the youth adopt in the M-commerce are reservation, Online Shopping, M-Banking, Games, E- wallets Etc. In reservation majority preferred entertainment venue, in M Banking the mostly preferred for payment purpose , Most of the youth Preferred Free games, Paytm for E- Wallet and in online shopping they mostly preferred to buy personal care products ,majority of the people from different occupation and there is no association between education qualification and usage of E-wallets And Females are more active than man in usage of mobile phone for commercial transactions.

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