

# AN EMPIRICAL STUDY ON INFLUENCE LEVEL AND SATISFACTION OF CUSTOMERS WHILE USING MOBILE COMMERCE

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**Abstract:** The business environment has broken its conventional barriers and evolved quickly with the internet and mobile technology. With the fast development of M-Commerce, more and more organizations are also rapidly transforming their capability to enable the delivery of mobile commerce. Now a days with the use of mobile phones and internet tools, one can do diversity of business related transactions e.g. online shopping, mobile ticketing, online Auctions etc. In this research paper influence level and satisfaction of the customer who are using M-Commerce has been analysed.

**IndexTerms** - Mobile, Internet , Business, Technology.

## I. INTRODUCTION

Today, with recent developments trend in wireless and mobile technologies, M-commerce is expected to convert the business landscape. Mobile Commerce is the next generation mode of business. The M-Commerce is started to make an crash on everyday life of common man. The M-Commerce has changed the way the delivery method and different selling processes. Mobile Commerce is an evolving area of E-Commerce, where users can work mutually with the service providers through a mobile and wireless network, by mobile devices. E-Commerce introduced anytime online transactions and M-Commerce introduced Anytime Anywhere online transactions. Also the rise of social media increasingly used on mobile devices emerges as a powerful tool for mobile commerce (m-commerce).

## II. OBJECTIVE OF THE STUDY

- To study the influencing factors and preference of customers towards M-commerce.
- To analysis the satisfaction level of the customers' towards M-commerce.

## III. STATEMENT OF PROBLEM

In existing Scenario, as the amount of Mobile Internet users are growing and with accessibility of low cost affordable handsets particularly Smartphone m-commerce is likely to be next generation mode of business. Nowadays mobile phones are used for more than just a call purpose, people are using them to surf Internet, shopping, and download content. The ubiquity, reach ability, mobility and elasticity features of M-Commerce have increased the mobile users and mobile internet subscribers in India. In this context, present study has been undertaken to know the influencing factors and preference of M-commerce products/services and the satisfaction level of the respondent's.

## IV. RESEARCH METHODOLOGY

The research methodology gives an idea about the type of research design, the sampling techniques, the process of data collection and the instrument used for data analysis. A research methodology is a master plan for the conduct of formal investigation. Research methodology is the pathway or an approach to get the needed information by locating the data from different sources which are primary and secondary.

#### 4.1 SOURCE OF DATA:

To accomplish the objectives of the study, the data required has been collected using both primary and secondary data. **Primary Data:** Primary data have been collected through a structured questionnaire. **Secondary Data:** Theoretical back ground of the present study was gathered from various sources which include Books, Journals, Magazines, websites and other related research work.

#### 4.2 SAMPLING TECHNIQUE

The sampling technique used for the study is convenient sampling

### V. REVIEW OF LITERATURE

**Gursimranjitsingh, Dr Manindersingh and priyankasingh** in their study discussed “**Role Of social media in influencing attitude and purchase intention; A case for M-commerce services**”. The study has explained that the chain of effects linking social media with perceived usefulness, perceived ease of use, attitude and purchase intention. The data has been collected from 200 respondents and the collected data has been analysed during Cronbach alpha and factor analysis. The conclusion of the study reveals that the social media being a significant platform to provide consumers.

The research article titled, “**A study impact of social commerce purchase decision factors on customer satisfaction, customer loyalty and repurchase Intention**”. by **Jae-Hak LEE** investigates the impact of social commerce users purchase decision factors on customer satisfaction. The collected data has been analyzed using Cronbach’s alpha co-efficient and T Factors analysis. The findings illustrate that the important purchase factors of social commerce have impact on consumer satisfaction.

### VI. RESULTS AND DISCUSSION

#### INFLUENCING FACTORS OF M-COMMERCE FOR THE RESPONDENTS

Respondents were asked to express their opinion regarding factors influencing their purchase through m-commerce in a scale consecrated which consisted of 20 items. The rating for the items range from highly Not Influence (1) to high Influence (5) mean rating where found and are given in the following table.

**Table 6.1 : Descriptive Statistics**

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Price	250	2.00	5.00	4.3680	.90988
Value for the money	250	1.00	5.00	3.6440	.95966
Access speed	250	1.00	5.00	3.5040	1.03065
Comfort	250	1.00	5.00	3.6880	1.10796
24 X 7	250	1.00	5.00	4.0560	.95526
Always available	250	1.00	5.00	3.9080	.81867
Everywhere available	250	1.00	5.00	3.6320	1.02605
Better information	250	1.00	5.00	3.5680	1.13955
Offers	250	1.00	5.00	3.6720	1.10694
Discounts	250	1.00	5.00	3.7840	1.02251
Innovative	250	1.00	5.00	3.6920	1.11810
Risk Avoidance	250	1.00	5.00	3.5920	.95771
Trust	250	1.00	5.00	3.6920	1.03993
Control	250	1.00	5.00	3.5480	1.10116
Entertaining	250	1.00	5.00	3.5320	.98226
Enjoyable	250	1.00	5.00	3.5400	.90536
Fun	250	1.00	5.00	3.5600	1.04054
Exciting	250	1.00	5.00	3.4000	1.09030

Appealing	250	1.00	5.00	3.4720	.93633
Availability of foreign product	250	1.00	5.00	3.5320	1.27100

Source: primary data

From the above table that the ratings vary between a minimum of 1 to maximum of 5. The high mean rating 4.37 per cent is found for the item price, followed by 24/7 with the mean rating of 4.06. The lowest mean rating 3.40 is found for 'exciting' followed by 'Appealing' with the mean rating of 3.47.

## 6.2 ANOVA

### SATISFACTION SCORE & AGE OF THE RESPONDENTS

One way ANOVA was applied to find whether the mean satisfaction scores significantly among age groups. Hypothesis: The satisfaction scores do not differ significantly among age group.

**Table : 6.2.1: Satisfaction score & Age of the Respondents**

		Satisfaction Score		
		Mean	S.D	No.
Age	< 20 yrs	39.45	5.31	65
	21-30 yrs	38.87	4.53	84
	31-40 yrs	38.11	5.84	47
	41-50 yrs	39.05	6.20	39
	> 50 yrs	42.20	7.07	15
<b>Total</b>		<b>39.10</b>	<b>5.47</b>	<b>250</b>

Source: Computed

### ANOVA for Satisfaction Score

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	202.909	4	50.727	1.717	Ns
Within Groups	7238.387	245	29.544		
<b>Total</b>	<b>7441.296</b>	<b>249</b>			

Ns-Not Significant

The ANOVA result shows that the calculated f-ratio value is 1.717 which is less than the table value of 2.408 at. Since the calculated value is less than the satisfaction scores do not differ significantly among the age groups

Hence the hypothesis is accepted.

### SATISFACTION SCORE & EDUCATION QUALIFICATION OF THE RESPONDENTS

One way ANOVA was applied to find whether the mean satisfaction scores significantly among education qualification groups.

Hypothesis: The satisfaction scores do not differ significantly among Education Qualification group

**Table : 6.2.2: Satisfaction score & Education Qualification of the Respondents**

		Satisfaction Score		
		Mean	S.D	No.
Education Qualification	School level	38.67	4.58	43
	Under Graduate	38.37	5.05	101
	Post Graduate	41.52	6.06	42
	Professional	39.63	6.33	46
	Others	37.28	4.32	18
<b>Total</b>		<b>39.10</b>	<b>5.47</b>	<b>250</b>

Source: Computed

## ANOVA for Satisfaction Score

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	381.604	4	95.401	3.311	*
Within Groups	7059.692	245	28.815		
<b>Total</b>	<b>7441.296</b>	<b>249</b>			

\*- significant at 5 per cent level

The ANOVA result shows that the calculated f-ratio value is 3.311 which are greater than the table value of 2.408. Since the calculated value is greater than the satisfaction scores differ significantly among the education qualification groups.

Hence the hypothesis is rejected.

## SATISFACTION SCORE &amp; OCCUPATION OF THE RESPONDENTS

One way ANOVA was applied to find whether the mean satisfaction scores significantly among occupation groups.

Hypothesis: The satisfaction scores do not differ significantly among occupation group

**Table : 6.2.3:Satisfaction score & Occupation of the Respondents**

		Satisfaction Score		
		Mean	S.D	No.
<b>Occupation</b>	Employee	37.83	3.79	40
	Self-employed	39.03	6.41	75
	Student	39.73	5.00	81
	Professional	39.27	5.73	45
	Homemaker	39.00	6.12	9
<b>Total</b>		<b>39.10</b>	<b>5.47</b>	<b>250</b>

Source: Computed

## ANOVA for Satisfaction Score

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	98.750	4	24.687	.824	Ns
Within Groups	7342.546	245	29.970		
<b>Total</b>	<b>7441.296</b>	<b>249</b>			

Ns-Not Significant

The ANOVA result shows that the calculated f-ratio value is 0.824 which is less than the table value of 2.408. Since the calculated value is less than the satisfaction scores do not differ significantly among the occupation groups

Hence the hypothesis is accepted.

## VII. CONCLUSION

M-commerce is adding significant value to the business in India. M-commerce includes widespread adoption of mobile phones and smart phones, rising affluent middle class consumers. These factors have increased the strength of M-commerce in India. M-commerce is going to play a major role in conducting business in future. Rapid growth of m-commerce has resulted in an m-transformation in the global retail infrastructure. Despite the problems encountered while making purchase through m-commerce websites and applications, it can reach each and every doorsteps in the forthcoming years where the younger generation will prefer to do only mobile commerce online shopping than the traditional one. M-commerce is progressing and within some years huge number of people will be using mobile applications

## VIII. SUGGESTIONS

- 1) For attractive mobile commerce trade rules and regulations must be liberalized.
- 2) The government should take necessary action for improvement in affordability of mobile devices, internet connectivity, payments, security, low tariffs, so that even still more people can use M-commerce.
- 3) Whenever a website is visited, one expects that the sites should have different products displayed on the home page like products which are new arrivals, this makes easy for customers to make decisions of purchasing the product.

## IX. REFERENCE

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