

IMPACT OF CONSUMER PERCEPTION ON M-COMMERCE ADOPTION IN MARKETING STRATEGIES (WITH SPECIAL REFERENCE TO CHENNAI CITY)

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Abstract

Mobile commerce (M-Commerce) refers to commercial transactions conducted through mobile devices such as smartphones, tablets, and other wireless handheld devices using mobile internet. It is considered a subset of electronic commerce (E-Commerce) that allows consumers to browse, compare, and purchase products or services through mobile applications and mobile-optimized websites. With the rapid growth of smartphone usage, high-speed internet connectivity, and digital payment systems, M-Commerce has become a crucial component of modern marketing strategies. In recent years, the global business environment has witnessed a significant shift toward mobile-based consumer interactions. Consumers increasingly prefer mobile platforms because they offer convenience, accessibility, and faster transaction processes. Mobile devices allow users to shop anytime and anywhere, making M-Commerce an attractive option for both consumers and businesses. As a result, companies are integrating mobile technology into their marketing strategies to enhance customer engagement, improve user experience, and increase sales.

Consumer perception plays an important role in the adoption and success of M-Commerce. Consumer perception refers to how individuals interpret and evaluate mobile commerce services based on their experiences, expectations, and attitudes. Several factors influence consumer perception, including ease of use, perceived usefulness, trust, security, convenience, and personalization of services. If consumers perceive mobile commerce platforms as reliable, secure, and user-friendly, they are more likely to engage in mobile shopping and develop long-term loyalty toward the brand.

From a marketing strategy perspective, M-Commerce enables businesses to deliver personalized promotions, targeted advertisements, and location-based marketing messages directly to consumers' mobile devices. Companies can use mobile applications, push notifications, and social media integration to communicate with customers more effectively and create a seamless shopping experience. These strategies help organizations build stronger relationships with consumers and gain a competitive advantage in the digital marketplace.

Keywords: M-Commerce, push notifications, advertisements

Introduction

The "Mobile Commerce" in short M-Commerce was originally innovated in the year 1997 Kevin Duffey at the launch of the global M-Commerce forum to mean ". The acknowledgement of E-Commerce capabilities directly in the consumer's hand, anywhere at any time wireless technology. The perception of consumers regarding M-Commerce is "a retail outlet in your customer pocket". The main concept of M-Commerce is buying and selling the goods & services through wireless handheld devices such as smartphones & tablets. Similarly M-Commerce is a form of E-Commerce that enables users to start online shopping platforms without the use of a desktop computer. M-commerce not only benefits online sales but also in-store app sales. This is because consumers are using their mobile devices to check out the products they browse in store apps, searching for things like pricing options, product reviews, discounts, and offers at the time of festival etc... People simply sit at home and search for different company products to get the price knowledge. They get the benefit of time saving and cost saving. Main benefits provided for customers in the M-Commerce are functioning in three types like Mobile shopping, mobile banking and mobile payments. Mobile shopping allows customers to purchase a product through mobile devices using apps like amazon, flipkart, jio mart etc . These all playing top online retailers are already accepting the adoption of mobile commerce to make shopping fast and easier for their target audience. While Mobile banking is digital (online) banking allows customers to access accounts, conduct financial transactions, pay bills etc...bank institutions do so through the secure apps. Finally Mobile payments allows customers to make payments for the buying products in person using a mobile device. Enhancing marketing through M-Commerce is a stepping stone and reaching high sales with more profits. In India, commerce shows tremendous growth for the business and makes it more

convenient for the customers. According to a statistical report today, one-third of purchasing decisions of consumers are influenced by searching products on mobile devices.

Review of Literature

Anjali Gupta (2014) analyzed the concept of E Commerce stands for electronic commerce providing opportunity to many types of business and helping consumer preferences in future. The major role of E-commerce gives a big platform for marketers to enlarge their business. With the support of ecommerce, eshopping is more popular and evolutionary. Sales are increasing year by year. Many consumers are busy with their work, shopping saves time and buying goods at the best price. Present day online marketing is booming to support ecommerce marketing. To admire consumers e-store owners have more facility services provided. In India Ecommerce shows fast growth in present and future also. So consumers have better satisfaction.

M. Moses Antony RAJENDRAN (2022) explored during upgrading technology, mobile commerce is succeeding in the time of Covid-19. Increasing Consumer convenience on shopping intention in mobile commerce. The Mobile internet provides new opportunities to the business. . An increasing number of smartphone users are already being targeted by B2C businesses who are registering consistent growth in sales via mobile devices. Telecommunication industry and the business world are seeing M-Commerce as a main target for the future. What consumers expect in M commerce in today's technology is the big challenge. M Commerce retail players will need to move fast to increase the user interface and offer innovative and attractive pricing structures.

Mobile commerce is the next tremendous big thing in the world of Indian web commerce.

Bhullar, A., & Gill, P. S. (2019) has been focused on M Commerce is the subset of E Commerce giving business opportunities to the marketers. The future Mobile commerce depends on mobile users accepting technology in the business model. The growth of my commerce depends on consumer influence behavior. It is need to find out that all marketers and strategists who are looking to take full scope of m-commerce

Rosário, A., & Raimundo, R. (2021) focused on E Commerce using the sale and purchase of goods & services through the internet in exchange for money transfer to complete transactions. In E Commerce using marketing strategy to facilitate the product information and understand the consumer expectation to take purchasing decisions. The growth of E Commerce is due to social media marketing, online marketing is increasing. And to know how E commerce gives a platform

to the online business and understand consumer needs. Based on the research E commerce is a significant change in shifting traditional physical stores to internet enabled marketplaces. Online business facilitates the consumer marketing strategy and provides product information to improve the consumer efficiency, experience and satisfaction. Based on the consumer demand & needs the innovative communication channels are developed in E commerce enabled Consumer to consumer, consumer to company etc. In E commerce Consumer behavior patterns completely give more satisfaction on purchasing decisions.

Chopdar, P. K. (2020) Consumer Behaviour towards mobile commerce tremendously increasing in 2020 onwards. To retain the customer in the mobile online shopping the mobile retailers have increase the higher sales. The mobile commerce apps are more convenient to the customer and induce the consumer to repurchasing with brand products. in this article we easily understood the importance of satisfying experience related through online mobile shopping. According to statistical data in the year 2020 onwards online marketing rapidly growth and more scope to retailers in the mobile commerce. Impulsiveness and customer perceived value are the two major factors led by the marketers. Online shoppers admired mobile shopping apps due to triggered consumer to repurchase intention

Statement of Problem

M-Commerce is growing fastly nowadays for different purposes. M-Commerce in many ways like in-app purchasing (retail app), Mobile banking, Virtual marketplace apps like Amazon, flipkart etc... Digital wallets like Apple Pay, Android Pay, and Samsung Pay, Mobile ticketing etc... However, M-Commerce still needed to be completely utilized. The dearth of business in M-Commerce marketing to make customer indifference along with the fear of learning new things are a few factors that hinder and constrain the popularity of mobile commerce.

The technology that plays a vital role in transformation of established business practices is re-enforced. M-Commerce provides a supplementary path for the distribution of products and services. With the right infrastructure in place, mobile customer intentions can be stirred; intents can change behavior which can trigger acceptance and subsequent adoption of consumer perception. It can be set up to assess the state of M-Commerce from both social and technical perspectives. Results can better help practitioners understand and create a facilitating environment to induce adoption and sustain engagement in marketing strategy.

Research question

- How to study the Consumer perception towards M-Commerce in Marketing Strategy?
- What are the factors influencing consumers towards M-commerce?

Objective of the study

- To study the Consumer perception towards M-Commerce in Marketing Strategy.
- To identify the factors influencing consumers towards M-commerce.
- To give findings and suggestions about consumer perception in M-commerce.

Factors influencing Consumer towards M-Commerce

1. Technology

Since the advancement of the internet and wireless technology, mobile users are increasing and people are expecting more advanced technology in the mobile (Smart Phone). Traditional commerce is step by step giving way to e-commerce with the continuous development of mobile commerce technology. More people are dependent on mobile devices than ever. Mobile is a fertile land and all marketers are planting their business and harvesting profit. People slowly change the pattern of using E-Commerce to mobile applications. Instead of shopping at websites or on the traditional platform of computers, consumers are now more excited about mobile applications. According to commercial specialists, the current trend of super apps will increase. With many features, eye-catching intermix, shopping applications are growing rapidly.

2. Consumer Perception

Consumer perceptions about Mobile-Commerce are playing a very important role in online shopping. It depends to a large extent that consumers are able to find information about the product by searching on their mobile. In mobile apps provide information about price, product specifications are available. Fast and on time delivery of the products is must and believed by a satisfied consumer. Mainly Consumer perception about mobile commerce to expect their privacy and security of their personal information. Consumers are ready to buy the product because there is an option of satisfactory return policy. So consumers are ready to spend their valuable time in mobile commerce.

3. Consumer Convenience

The Main advantage of M-Commerce is the convenience to the consumers. Consumers can shop wherever and whenever they need and have a better experience. Consumer convenience is the

backbone of M-commerce. The main reason is that online shopping has boomed in the past years. Online shopping provides superb offers and convenience of purchasing products that suit the consumer. Once purchased the product the next step is payment method customers need not to go anywhere it is also available in the hands of mobile. Therefore consumers are more convenient for using mobile commerce.

4. Digital Marketing

Digital marketing is the act of promoting products and services through digital channels, such as social media, email, and mobile apps etc.. Any form of marketing that involves electronic devices is called digital marketing. Digital marketing is the integral part of marketing that uses the internet and online based digital technologies such as desktop computers, mobile phones and other digital media and give platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops. Digital marketing is the combination of content marketing, influencer marketing, e-commerce marketing, social media marketing, email direct marketing.

5. Consumer Satisfaction

Consumer satisfaction measures whether customers are happy with buying products and services. Basically two shopping goals of consumers are consumer satisfaction and consumer service. Consumer satisfaction is differentiate the shopping product price from competitors. Even modern consumers get more satisfaction based on three factors like customers' perceived quality, values and services. By harvesting these factors we create customer loyalty.

6. Buying Behaviour

Consumers are changing their buying habits from traditional methods to technology methods. Before online shopping came into existence all consumers buying products went through physical shops but after innovation of online shopping consumers use both traditional as well as online but due to various calamities faced by the consumers preferably go for online shopping especially using M-Commerce they get more satisfaction. Therefore the behavior of the buyers is literally satisfied and the method of shopping is easier.

7. Decision Making

Once consumers get satisfaction from online shopping using M-Commerce, then consumers can take a brave decision to continue their M-Commerce services. Basically in traditional shopping consumers directly go to physical store they feel touch and sometimes taste the product and then buy but in m commerce online shopping no chance for feel and touch but through to read the review or feedback and also check the rating system of the particular product consumers are easily to take a right decision making for purchasing the product. In M-Commerce no worries or no doubt or no hesitation for the consumers for taking the right decision at a right product.

8. Consumer Trust

Many consumers trust in M-Commerce because all details provided in the mobile apps are truly and concisely. Consumers can believe to use M-Commerce in three major functions like mobile shopping, mobile banking and mobile payments. At the sametime consumers provide their personal information in the mobile while using online purchasing and providing bank details for payment. So consumers use M-Commerce because they trust them.

9. Mobile Marketing

Mobile marketing is acknowledging the business to interact with the customers or target market using a mobile device or network. Often mobile marketing refers simply to the marketing with a mobile device - eg a smartphone or tablet. Mobile commerce (m-commerce) allows the customers to use mobile devices to start from online shopping to complete online transactions. It makes it easier for the consumer using mobile apps. Just in one click the entire display will easily guide the consumer. Marketers can use M-Commerce as part of the marketing strategy and to interact with potential customers. To successfully use mobile commerce, the business will need to offer a quick and easy online shopping experience for consumers in the mobile market.

10. Consumer Retention

M-Commerce technology was born to serve customers, provide them with a better overall experience, thereby increasing customer retention for businesses. customers now no longer need a desktop computer; they have smartphones 24X7 hours in their hands. It is not only convenient but also influences the buying of the products in the mobile apps. Mobile apps help to display the different product types with different competitive prices. So customers are happy to buy the product without paying a high amount. This could take the form of personalized shopping with products

and discounts based on individual customer preference and previous online activity. Automatically marketers retain the customer forever.

RESEARCH METHODOLOGY

The entire compilation Sorting was performed by a thematic inspection of research aims and perspectives. Articles were further divided based on the focus of each theme (sub themes). Categorization was affected by yearly representations and an examination of studies issues and gaps. Findings were arrived at by a scrutiny of the entire body of literature. A qualitative account was used to present findings.

Both primary and secondary data. In primary data I have collected information directly from the consumers using M-Commerce services in the marketing concept. I collected secondary data from books, journals, articles, magazines, online shopping apps etc...

Limitation

Due to time constraints, internet connectivity problems and perception variation among the consumers are the limitations in M-Commerce. The study focuses on Consumer perception in chennai city only.

Conclusion

From Commerce to E-Commerce to M-Commerce, consumers are changing their buying behaviour in trendy ways. Traditional consumers are a colossal shift to online consumers, naturally E-Commerce slowly moves on to M-Commerce because more users in mobile is increased. Consumers thought that mobile is user friendly as a result, consumers can now use mobile (smartphones) to interact with businesses 24X7, from anywhere – at home, at work, on the bus, etc. This constant connectivity has scoped for more opportunities for the marketers to connect with target consumers, launch mobile commerce services, and create another channel by themselves through digital marketing. Mobile commerce is going to play a major role in conducting business in future also. Marketers facing heated competition in the markets, emerging players, different marketing strategies, and more customers awareness gives a boost to the mobile commerce growth. Consumer perception about mobile commerce is the result of simple, time saving, fast, informative, easy to carry wireless devices, entertainment, etc.. housewives and working women are the ultimate consumers in M-Commerce because always thinking about cost saving in women's mind, compared to physical stores, how online shopping is beneficial. Other important factor is consumer

convenience in M-Commerce especially in festival shopping, more crowd in the physical shop, confuse to take decision making while purchase a single product, spending more time for searching many physical stores, price is not convenient, purchase in one floor payment in another floor, etc.. but no worries in app purchase because without tension sitting at home simply searching many varieties, easy price comparison, etc... therefore consumers are more convenient, satisfaction, about mobile commerce. M-Commerce is a form of e-commerce that enables users to access online shopping platforms without the use of a desktop computer. Overview, information delivery through wireless devices has become faster, more secure and scalable. As a result, mobile commerce has grown rapidly and satisfied the consumer perception.

Finding

- Since more mobile users are increasing according to technology development and up gradation, consumers adopt the online method. Learning and updating the process of using M-Commerce in an easy way to simplify the mechanical life.
- Every day people are busy with work and busy with their schedule but people need some relaxation to reduce the tension of just spending time on mobile for entertainment. Slowly normal mobile users changed into consumers because of what? The answer is mobile is convenient, flexible, very useful, informative, etc... So all people ready to buy (smartphone) mobile evenly spend more time searching for many things.
- More attractive apps for shopping, bank payment, booking tickets, entertainment, institutions like insurance, post office, etc... so attracting and expecting fast services which are provided in the M-Commerce.
- Especially in India online retailers flipkart, amazon, myntra, snapdeal etc... providing better advertisement and special offers with low prices for the product to impress the consumer towards m commerce
- Once people can buy the product for the first time, they get satisfied and there is retention for their product. There is no doubt that a huge number of consumers are created by M-Commerce. M-Commerce is the major platform for marketers. In the future m-commerce will definitely be booming in trendy marketing strategies.
- Since there is no technology awareness in rural and semi urban areas. There is a lack of online shopping through M-Commerce.

Suggestion

Mobile phones are used by children, adults and old age people. They need to know how to use the mobile and use it well. Mobile is a marine model, so they should use only what they need. We can use only good things from mobile to make our life simple. Today from baby (6 months) onwards to old age people like smartphones (mobile). Better we can use the mobile phone only for the purpose and not unnecessary. Consumers need not download un-necessary apps to protect their personal information. M-Commerce is the ultimate user for both traders and consumers.

This information will enable M-Commerce application developers to have a better understanding of the important features that they need to focus on the consumers they should design their applications for based on their requirement. In particular one of the key strengths of M-Commerce is personalization. Understanding the relationship of M-Commerce and the demographic profiles of consumers helps M-Commerce application developers to personalize the services and consequently enhance the adoption of M-Commerce.

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