

**Mobile Application User Experience Assessment With Respect To Retail Promotion in Coimbatore District**

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**Abstract**

*Today, mobile application development technology is evolving at a very shocking pace. However, in a market where quality and performance always come before brand loyalty, creating a fluid user experience (UX) is key to the success of any mobile app development project. Mobile users and mobile usage are growing. With more users doing more on mobile, the spotlight is on how to improve the individual elements that together create the mobile user experience. User experience is becoming an increasingly crucial feature when it comes to the digital landscape. It defines how the user feels and thinks about your product from his or her own perspective. It is about making something valuable, easy to use and effective for your target market*

*Retail promotion is important for any business to attract the customer. Promotion can be done through various sources like TV, Newspapers, Radio etc. Now a day's customers are moving towards latest technology.*

*In this study researcher has attempted to analyze the customer preference towards mobile application in Coimbatore by collecting data from various customers. Valuable information about the demographic profile of mobile apps users, respondent's apps behavior and customer experience with respect apps usage.*

*The data were collected from 250 customers of mobile apps users in Coimbatore and used as a sample of the study. Data been collected through structured questionnaire. Research analysis is done and interpretation is given by the researcher. The Sampling technique used here is Non-Probability based Convenient Sampling for collecting responses from the respondents. Friedman test, Arithmetic mean and One Way Anova are used to analyze the data collected from the respondents.*

*Most of the findings derived from analyzing the collected data unearthed some very interesting facts, which have been summarized in the conclusion, and also managerial implication has been discussed.*

**Keywords:** *Mobile Application, Tele Communication, Customer Experience, Retail Promotion*

**1. Introduction**

**1.1 Introduction To Mobile Application**

Mobile applications (apps) have been gaining popularity due to the advances in mobile technologies and the large increase in the number of mobile users. Consequently, several app distribution platforms, which provide a new way for developing, downloading and updating software applications in modern mobile devices, have recently emerged.

A mobile application is a software application designed to run on smart phones, tablet computers and other mobile devices. They are usually available through application distribution platforms, which are typically operated by the owner of the mobile operating

systems, such as the Apple App Store, Google Play, Windows Phone Store, and BlackBerry App World.

Some apps are free, while others must be bought by usually, they are downloaded from the platform to a target device, such as an iPhone, BlackBerry, Android phone or Windows phone, but sometimes they can be downloaded to laptops or desktops. For apps with a price, generally a percentage, 20-30%, goes to the distribution provider (such as iTunes), and the rest goes to the producer of the app.

**Instant Messaging** has become the Killer app on mobile as smart phone adoption has grown across the globe. Three out of every four smart phone user in India is now high on mobile chatting making the market a lucrative one for chat app companies.

## **1.2 Different Social Messenger Apps**

### **1. WhatsApp:**



WhatsApp Messenger is a proprietary, cross-platform instant messaging service for smart phones. In addition to text messaging, users can send each other images, videos, and audio media messages. The client software is available for Androids, BlackBerry OS, BlackBerry, iOS, Nokia-Series, Symbian (S60), and Windows phone.

### **2. Facebook:**



Facebook is an online social networking service. Facebook was founded in February 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.

### **3. WeChat:**



WeChat is a mobile text and video messaging communication service developed by Tencent in China, first released in January 2011. The app is available on Android, iPhone, BlackBerry, Windows Phone, and Symbian platforms.

### **4. Twitter:**



Twitter is an online social networking and micro-blogging service that enables users to send and read “tweets”, which are text messages limited to 140 characters. Registered users can read and post tweets but unregistered users can only read them. Users access twitter through the website interface, SMS, or mobile device app. Twitter Inc. is based in San Francisco

### **5. Line:**



Line is a Japanese proprietary application for instant messaging on smart phones and PCs. Line users exchange text messages, graphics, video and audio media, make free VoIP calls, and hold free audio or video conferences. Line, launched in Japan in 2011, reached 100 million users within eighteen months and 200 million users only six months later.

#### 6. Viber:



Viber is a proprietary cross-platform instant messaging voice-over-Internet Protocol application for smart phones developed by Viber Media. In addition to text messaging, users can exchange images, video and audio media messages. The client software is available for Max OS, Android, BlackBerry OS, iOS, Series 40, Symbian, Bada, Windows Phone, and Microsoft Windows. Viber works on both 3G/4G and Wi-Fi networks.

#### 7. Hike:



Hike Messenger is a cross-platform instant messaging service for smart phones that uses the internet for communication. In addition to text messaging, users can send each other graphical stickers, emoticons, images, videos, audios, files, voice messages, contacts and location.

#### 8. Google+



Google+ is a social network and social layer for Google services that is owned and operated by Google Inc. Google launched in June 2011 as a social network. Features included the ability to post photos and status updates to the stream or interest based communities, group different types of relationships into Circles, a multi-person instant messaging, text and video chat called Handouts, events, location tagging, and the ability to edit and upload photos to private cloud-based albums.

#### 9. LinkedIn:



**LinkedIn** is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of June 2013, LinkedIn reports more than acquired users in more than 200 countries and territories.

#### 10. Skype:



Skype is a premium Voice-Over-IP (VOIP) service and instant messaging client that is currently developed by the Microsoft Skype Division. The name originally derived from “sky” and “peer”.

Skype was first released in August 2003, it was written by Estonian developers Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, Danish Janus Friis, and Swedish Niklas Zennstrom, who had also originally developed Kazaa. Skype had 663 million registered users as of the end of 2010.

### 1.3 The Future of Mobile Messaging

Premium content, brand development, gaming, and in-app payments offer revenue generation possibilities.

Most apps are focusing on growing its user base and improving the core product with new features, hoping the money will follow. The market valuation of Twitter, the acquisition of WhatsApp & Instagram by Facebook, and the offers for Snap Chat from Facebook Google, suggests that this may be the right strategy, with user growth more highly valued than revenues or profitability.

Like search and social applications before it, mobile messaging applications have not been instantly lucrative. Advertising became the dominant business model in both of these areas, but it is unlikely that advertising will be able to generate the mobile revenues that it was able to do on the PC. The small form factor means display advertising can be more irritating than relevant. Almost all mobile messaging applications are avoiding advertising and are exploring different ways of generating revenues. Four different business models are being explored by market participants.

As internet giants Google, Facebook, and Yahoo attempt to monetize users on mobile messaging applications are exploring a variety of different way to generate revenue. It is clear that the advertising model that worked so well in the PC era will not be as success on mobile. Instead, new innovative business models are emerging.

In today's mobile world, generating revenue is almost of secondary importance to user engagement and user growth, so a balance must be struck between monetization and customer experience. The key to success for these companies will be provide rich and diverse content, and to build an ecosystem around the application. The platform must provide much more than just messaging with friends.

## **2 Literature Review**

Eugenie Goodwin, Laurie Babin, Henry Cole: **“The Impact of Mobile Apps on Small Business Revenues”, April 2014, Volume 5, No. 4, pp. 437-442**

In this journal, author suggested more and more consumers begin using and relying on mobile smart phones for activities such as purchasing decisions, it is critically important for small businesses to stay competitive with their larger counterparts. In order to be competitive and win consumer mobile business, small business owners must first start with establishing a web presence. The low number of small business owners that indicated having a web presence could be problematic and cause small firms to miss out on selling opportunities enjoyed by their competitors that have a web presence. Additionally, having e-commerce/m-commerce further enables the small business owner to compete on a larger scale and improve revenue potential. Based on the results of this survey, approximately 53 percent of those that do employ mobile technology for advertising/promotion have increased sales as a result. These results are supported by a finding of Network Solutions, LLC (2011) that reports increased business in 84 percent of the small business users of mobile marketing. Additional support is provided in an article in USA Today (Yu, 2013) which highlighted the successful experience of one small business owner who turned to mobile marketing to boost sales during a slump.

Karrigan, K.: **“Saving time and money with mobile apps: A small business “App” opportunity”, Volume 3. 2011.**

In this journal, author suggested that any business owners share their successes and best practices in leveraging technology to improve operations and sales. The integration of mobile technologies into business operations has caught fire, and will play an important role in helping business owners and their employees save time, trim costs, and increase sales.. The entrepreneur's time is certainly their firm's most precious resource. Time freed from administrative or redundant tasks, means more time for high value work such as customer engagement, research, sales and marketing or collaborative projects. In order to grow, business owners need to focus on new sales and revenue streams and create more value for customers.

Min Jung Kim: **“The Interdependence between Smartphones and Applications: The Role of Platforms”, 2012**

In this journal, author suggested that the complementary effects of apps on smart phone adoption, focusing on the case of Apple's iOS versus Google's Android, by estimating smart

phone demand and app demand together.: Android users would still purchase much less apps than iPhone users even if they had the iPhone. After controlling for the user selection, the results suggest Apple provided more app benefits to the users and Android's stronger sales entirely came from advantages in the price-adjusted quality of hardware. Apple kept advantages in the app benefits mostly due to the higher app platform quality. These results show some evidences on the benefits and costs of open versus closed strategies in platform markets.

### **3. Research Methodology**

"Descriptive Research" this study is undertaken in order to ascertain and able to describe the characteristics of the variable of interest in a situation. Descriptive research includes survey and fact-finding enquiries of different kinds. The sample size for the present study was 250 consumers. For the present study, convenience sampling was used choosing the consumers from all the geographical locations of the Coimbatore District. The data collection was based on both primary and secondary data. The data for the study was compiled from the primary sources through a structured questionnaire. The statistical tools used are percentage method, Friedman test, Arithmetic Mean and One Way Anova.

#### **3.1 Statement of the Problem**

In olden days, there were promotions through Newspapers, TV, and Radios etc. After the invention of smart phones, the digital era took a giant leap towards mobile internet. With a solid proof of 4.77 million people are using smart phone around the world and a study also reveals that people spend more time on internet than traditional modes of marketing such as Newspapers, TV and Radio etc.

Since 4.77 billion people are entangled in digital revolution, so the necessity of online promotion becomes the basic need for an organisation for its success.

#### **3.2 Objectives of the Study**

1. To find out the Demographic profile of mobile Apps users
2. To analyse the customer behaviour towards mobile Apps
3. To analyse the customer experience with respect to Apps usage
4. To suggest measures for policy implications

#### **3.3 Hypothesis of the Study**

The researcher has proposed to find out the relationship between the

- Age group to which the respondents belong to with that of their expectation towards purchase
- Age group of the respondents with that of their opinion towards retail outlet service provided.

#### **3.4 Limitations of the Study**

- Due to time constrain data collection was confined to Coimbatore city.
- Findings of the study are based on the assumption that the respondents have given correct information.
- Respondent bias was one of the major limitations of research, and there might not be perfect positive response from all the respondents

### **4. Results and Discussion**

#### **ANOVA – ANALYSIS**

#### **NULL HYPOTHESIS: H<sub>0</sub>**

There is no significant difference between the age group of the respondents and retail outlet service.

**Alternate Hypothesis: H<sub>1</sub>**

There is a significant difference between the age group of the respondents and retail outlet service.

**Table No 5.1: Retail Outlet Service**

**ANOVA**

Retail outlet service

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.826	4	.206	.348	.845
Within Groups	71.809	121	.593		
Total	72.635	125			

**Inference**

From the above table, the F values = .348 and the significant level is .845. Since the significant value is greater than 0.05, accept null hypothesis and reject alternate hypothesis. The researcher concluded that the difference in age group does not influence the retail outlet service.

**Null Hypothesis: H<sub>0</sub>**

There is no significant difference between the age group of the respondents and expectation level.

**Alternate Hypothesis: H<sub>1</sub>**

There is a significant difference between the age group of the respondents and expectation level.

**Table No.5.2 - Expectation Level**

**Anova**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.299	4	.575	1.008	.406
Within Groups	68.978	121	.570		
Total	71.278	125			

**Inference**

From the above table, the F values = 1.008 and the significant level is .406. Since the significant value is greater than 0.05, accept null hypothesis and reject alternate hypothesis. The researcher concluded that the difference in age group does not influence the expectation level of the respondent.

**Arithmetic Mean**

**Customer Experience with Respect To Apps Usage**

**Table No.5.3: Customer Experience with Respect to Apps Usage**

Customer Experience	Mean
Is promotional message is true	4.49
Are you satisfied with the promotional message	4.38
Satisfied with continuous promotion	4.34
Do you like to receive msg in future	4.14
Quality of the product	4.25
Expectation level	4.28
Satisfied with the product Purchased	4.14
Retail outlet service	4.21

**Inference**

From the above table it is inferred that the customers are satisfied with the facilities provided by the mobile apps and the services provided by the retail outlet.

**5. Findings, Policy Implications and Conclusion**

**5.2 Findings**

- Majority (66.4%) of the respondents belong to the age group 21 – 25
- Majority (54.8%) of the respondents belong to the student’s category
- 48% of the respondent’s income is between Rs 25001- Rs 30000
- Majority (44%) of the respondents are PG graduates
- 68.4% of the respondents are unmarried
- 25.8% of the respondents used to shop through Mobile applications on a daily basis.
- Out of 250 respondents, 244 respondents are influenced by WhatsApp
- 52% of the respondents will use the new apps based on feedback from friends
- 56.4% of the respondents will often spend their time in mobile apps
- 32% of the respondents will use their apps for sharing information
- 25.8% of the respondents will visit the retail platform on daily basis
- Most recognised apps among the respondents is WhatsApp
- The difference in age group does not influence the retail outlet service.
- The difference in age group does not influence the expectation level of the respondents.

## **5.2 Policy Implications**

- The study reveals that the Demographic Profile of Mobile Application users belong to the age group of 21-25 years. The study reveals that most of the mobile apps belong to student category (Youth).
- The study reveals that WhatsApp is mostly recognised by the user and they use the new apps after getting feedback from friends. The study also reveals that most of the respondents are spending their time in internet and their shopping behaviour is done on regular basis.
- According to the survey, the researcher found that users experience are satisfied with the mobile apps with respect to the quality of the product, expectation level of the respondent and the service provided by the service provider.
- The most target segment is youth, so the company can concentrate on these segments to flourish their business.
- The word of mouth has given great advantage to aware the customers about the products. With increasing smart phone market mobile apps has captured the market but company has to keep innovating to maintain the satisfaction level of existing customer.

## **5.3 Conclusion**

After the liberalization of the Indian telecom sector in 1994, the Indian cellular market witnessed a surge in cellular service. The attraction of mobile service is increasing day by day because of the continued expansion of the services and facilities made available by the cellular operators through mobile telephony, which are made possible by technological aggradations as well as information technology revolution.

Due to technology developed, customer is looking for new way of communication media. Nowadays every business should focus on customer preference to increase their sales because they are adapted to modern technology.

This study help one to not only understand the respondents behaviour toward mobile apps but also their experience with respect to mobile apps and the need of the most advanced technology in the modern times.

All the objectives were met with satisfactory results and the social messaging apps. WhatsApp has been identified as the most used apps among the respondent in Coimbatore region. Also it was found that respondent are satisfied in receiving promotional messages through mobile apps and their shopping behaviour is also increased

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