

**Consumer Awareness of Advanced Technology in Mobile Commerce Application Services in Tirunelveli District**

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**Abstract**

*Everyone is depending on mobile devices. Mobile Commerce has a great impact on business services and applications .They use computers and the internet to purchase products, send and receive e-mail and play games online. The huge number of mobile phone subscribers and ready for the next generation of e-commerce, what could be deterring this new global phenomenon from reaching its full potential. M-commerce is currently experience some growing pains. While its gift of mobility offers new-found freedom for some, others are wary that this freedom comes at a price too great to pay. Their privacy is threatened and their trust is at stake. This paper related to advanced technology based on the mobile commerce application aware nesses in consumers.*

**Key words: definition of Mobile commerce, Evolution of mobile commerce, Awareness of the various purpose of mobile phone, Shopping apps preferred by the respondents, etc.,**

**Introduction**

This is shown by the wide variety of mobile phones available and the myriad ways of transforming each phone into a truly personal device. These days it's more likely that you'll forget your keys than your mobile phone when you leave home in the morning. As technology advances, mobile phones are able to be used to extend the reach of the person and delegate many functions that would previously have been more time consuming or would have to be carried out in person.

The future Mobile commerce is the next logical step for Indian merchants. With the growth of mobile phones and increased issuing and use of debit and credit cards, mobile commerce will deliver strong growth over the coming years. Mobile technology gives us the edge over our competitors. First Data's mobile commerce solutions can help businesses meet the growing demands of the mobile and social media revolution. Social media networks such as Facebook are likely to increasingly become channels for sales and consumer engagement. First Data already offers a loyalty solution for the Facebook social media network as well as mobile payments opportunities using our Trusted Service Manager (TSM) service, which powers part of the GoogleWallet which has made headlines recently. With Google Wallet, millions of consumers will no longer need to carry their leather wallets. This mobile application securely stores credit cards, offers, gift cards and more on their mobile phone.

**Objectives of the study**

- ✓ To study the level of awareness of mobile commerce among consumers
- ✓ To analyse the usage of mobile commerce service and its applications
- ✓ To know the level of benefits enjoying consumer on mobile commerce

**Review of literature**

**Prasanta Kr. Chopdaret al (2018)**, The purpose of this research is to investigate the influence of psychological contract violation (PCV) on service quality and perceived value, and consequently on users positive word of mouth intention towards mobile shopping applications. The role of personalization as a moderator is further investigated. A descriptive research approach was adopted, and responses were gathered from 252 mobile shopping application users in India, using an online survey. The variance-based partial least square structural equation modelling approach was opted for analysing the research model. The results showed the deleterious effects of PCV on service quality and perceived value. The findings further confirm the significant positive impact of service quality and perceived value on the positive word of mouth intention of users. The role of personalization in mitigating the adverse effects of PCV on perceived value among users of mobile shopping application is highlighted in the study; however, its role in

safeguarding service quality is found to be insignificant. A study with larger sample of respondents from varied nationalities will aid in generalizing the findings of this research. This is the first time that PCV and its consequences have been studied in the context of mobile shopping applications.

**Research Methodology**

The methodology is empirical in nature. It is primarily based on survey method. Technique like, interview, discussion and observations are employed in this study. Primary data were collected from mobile consumers by the researcher with the help of structured questionnaire. About 100 samples were taken for the study.

**Definition of M-Commerce**

One definition of m-commerce describes it as “any transaction with a monetary value that is conducted via a mobile telecommunications network”. “m-commerce is the buying and selling of goods and services, using wireless hand-held devices such as mobile telephones or personal data assistants (PDAs)”.

**Evolution of M-Commerce**

Despite of huge popularity of mobile commerce, it is yet in the initial stage and can be further expand in to all the fields, which affect the human life. The assumption of mobile commerce is not so young as it mushroomed so early from adopting this technology. It initially begins with the use of wireless POS (Point Of Sale) swipe terminals and has since then made its way into cellular phones and PDA’s (Personal Digital Assistants). The first enabling m-commerce technologies were presented through Wireless Application Protocol (WAP) and i-mode mobile Internet service.

**Data analysis and Interpretation**

**Awareness of the various purpose of mobile phone**

**Table 1. 1**

<b>S. No</b>	<b>Purpose of mobile phone</b>	<b>No. of respondents</b>	<b>% of respondents</b>
1.	Banking	15	15
2.	Entertainment	7	7
3.	Information services	2	2
4.	Shopping	2	2
5.	All of them	36	36
6.	Above few	38	38
	Total	100	100

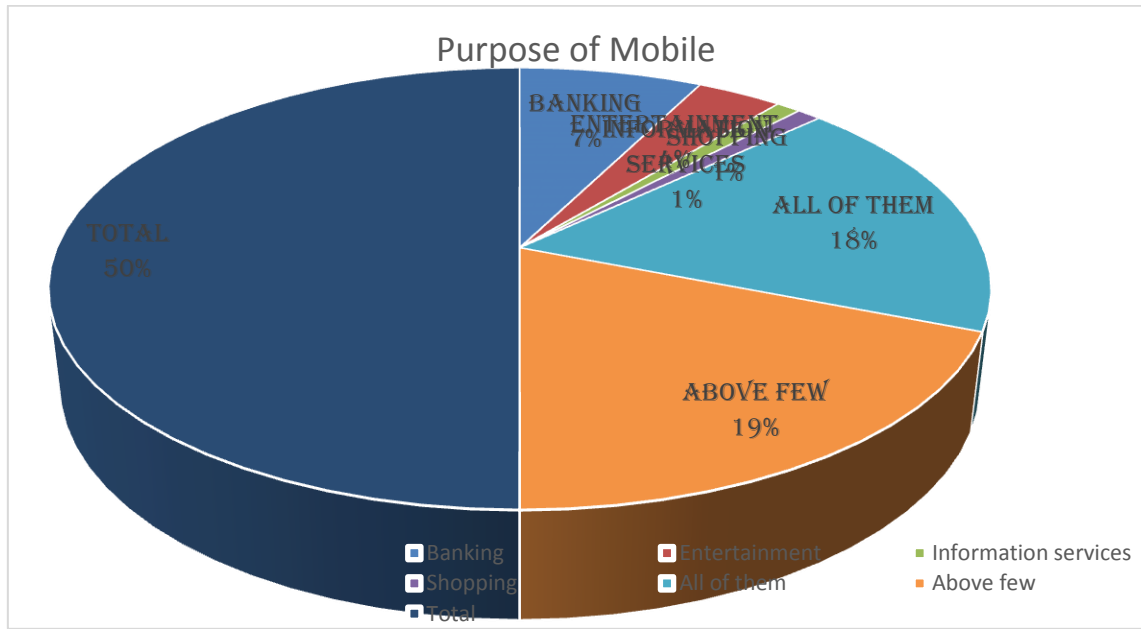
**Source: Primary Data**

From Table 1.1 it is found that 15 of the respondents are aware of the purpose of banking, 7 of the respondents are aware of entertainment, 2 of the respondents are aware of information services, 2 of the respondents are aware of shopping, 36 of the respondents are aware of all of them and 38 of the respondents are aware of above few.

In other words, 15% of the respondents are aware of the purpose of banking, 7% of the respondents are aware of entertainment, 2% of the respondents are aware of information services, 2% of the respondents are aware of shopping, 36% of the respondents are aware of all of them and 38% of the respondents are aware of above few.

Therefore it can be concluded that most of the respondents 38% are aware of the above few purpose of the mobile phones.

Chart - 1.1



Source: Primary Data

Shopping apps preferred by the respondents

Table - 1.2

S .No	Shopping apps	No. of respondents	% of respondents
1.	Amazon	30	30
2.	Flipkart	35	35
3.	Snapdeal	7	7
4.	Mynthra	10	8
5.	Ebay	8	10
6.	All of them	10	10
	Total	100	100

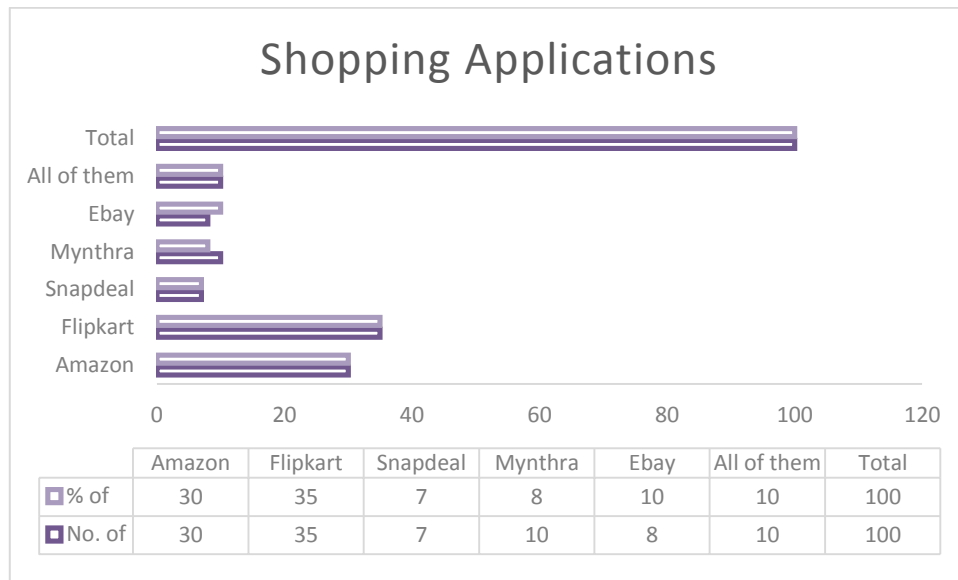
Source: Primary Data

In Table 1.2 it is found that 30 of the respondents prefer 'amazon', 35 of the respondents prefer 'flipkart', 7 of the respondents prefer 'snapdeal', 10 of the respondents prefer 'mynthra', 8 of the respondents prefer 'ebay' and 10 of the respondents prefer all of them.

In other words, 30% of the respondents prefer 'amazon', 35% of the respondents prefer 'flipkart', 7% of the respondents prefer 'snapdeal', 10% of the respondents prefer 'mynthra', 8% of the respondents prefer 'ebay' and 10% of the respondents prefer all of them.

Therefore the most preferred shopping apps by the respondent 35% is 'flipkart'.

Chart – 1.2



Source: Primary Data

Level of benefits of using mobile commerce

Table – 1. 3

Benefits	Frequency					Weighted score	Rank
	Very High	High	Average	Low	Very low		
Cost saving	125	176	48	18	6	3.73	3
Time saving	220	132	39	8	6	4.05	1
24 hrs access	175	136	57	18	3	3.89	2
Physical security	110	64	138	30	1	3.43	4
Others	70	44	99	48	18	2.79	5

Sources: Primary Data

Table 1.3 states that time saving has been given the first place by the respondents for the benefits they have obtained with the average score of 4.05 which is followed by 24 hours access with the weighted score of 3.89 has been given the second place, cost saving with weighted score of 3.73 has been given the third place, physical security with weighted score of 3.43 has been given the fourth place and the least weighted score has been given to other benefits.

Therefore it's concluded that the majority of the respondents have obtained the benefit of time saving.

Findings and Suggestion

- ✓ It can be concluded that most of the respondents 38% are aware of the above few purpose of the mobile phones.
- ✓ The most preferred shopping apps by the respondent 35% is 'flipkart'.
- ✓ Its concluded that the majority of the respondents has obtained the benefit of time saving.
- ✓ Encourage the government employee in terms of offering training facility, disseminating the government policies and regulations through social network. So that they will be induced to use the mobile phone for their professional and commercial purposes.

- ✓ To have more tower pillars in all parts of the country so that even in remote village people can access their mobile for their purpose.
- ✓ Offer some more economic benefited schemes and increase their speed of network so the customers save their time and money.
- ✓ Government authority is instructed to take precautionary steps for safe guarding their interest information of the people.

### **Conclusion**

In the previous few years it has been seen that the potential of M-commerce has paved a way to new emerging practices for businesses in today's world and India is also showing the positive prints of adaptation of M-commerce platform for the same. The increasing demand of M-commerce applications in India shows that it has penetrated the Indian market but still M-commerce is at nascent stage in India and is evolving every passing day. And some barriers like lack of user trust and awareness in M-commerce and m-commerce technology, usability problems & language barriers, low internet connectivity, technical limitations and doubts about security and lack of widely accepted standards can little hinder the growth of m-commerce in India.

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