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AWARENESS ON MOBILE COMMERCE: A CASE STUDY AT NAGARI MANDAL OF CHITTOOR DISTRICT IN ANDHRAPRADESH

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ABSTRACT Mobile commerce also known as E-commerce involves using wireless handheld devices like cell phones and tablets to conduct commercial transactions online, including the purchase and sale of goods and services bills, banking services through online. Mobile Commerce is mixture of information and communication technology, mobile technology and internet. The main objective of this paper focus on mobile commerce and e commerce status like that mobile operations, internet usages in india, and Geographical profile of various levels of the respondents, awareness and utilization of different services in Nagari mandalam of chittoor district in Andhra Pradesh.

KEYWORDS : M-Commerce, Geographical profiles and utilization of mobile network services

INTRODUCTION:

Mobile commerce is refers to the buying and selling of goods and services through wireless handhelds devices such as smart phones and tablets. M-Commerce is a form of E-Commerce that enables users to access online shopping platforms without the use of desktop computer. Over time, contents delivery through wireless devices had become faster, more secure. As a result mobile commerce had grown rapidly use specific industries includes the financial and telecommunications, service and retail in information services. Mobile commerce adopted today are hotel booking and reservation, purchasing airline tickets, purchasing movie tickets and restaurant booking and reservation, online shopping through Amazon, Flipkart, Big basket and the list goes on. Booking of the cab through Ola and Uber is prevalent and well appreciated by all in India.

Mobile Commerce

Mobile commerce is a large subset of electronic commerce, a model where firms or individuals conduct business over the internet. As of 2023, nearly 97 percent of the Americans own a cell phone, and 85 percent of the them owned a Smartphone. This is up from 35percent in 2011. Now a day many product and services can transacted via m-commerce, including banking, investing and purchasing books, plane tickets and digital music etc. the rapid growth of mobile commerce has been driven by several factors including increased wireless handheld devices computing power, a proliferation on m-commerce applications, and resolution of security issues.

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Need for the Study

The mobile cellular market is the fastest growing market regarding subscriber numbers and popularity in India. The substantial increase of the mobile users is linked with greater adoption for mobile commerce in India. As the Internet started to proliferate in many parts of the world, the mobile phone penetration also grew rapidly. With the development of wireless and mobile technologies, Mobile Commerce is expected to make a substantial impact on the business. Mobile commerce is quite popular in the developed countries, but in India, it is in a growing stage and yet to take off. At present, Indian users indulge in mobile purchases for high-value transactions such as entertainment services, games, and music downloads. The convergence of the two fastest growing industries- the internet and the mobile communication- has led to the creation of an emerging market for mobile commerce.

Objectives of the Study

The specific objectives of the study are:

- To study the socio-economic and demographic variables among mobile commerce service users in Nagari mandal.
- To identify the level of awareness of mobile commerce service users.
- To examine the use of mobile commerce services.

Research Methodology of the Study

This study is on both the primary data is collected through a well structured questionnaire to address the research questions. The relevant secondary data was collected from various journals, magazines, news papers, published information and details on websites for the study.

Limitations of the Study

- This study is constrained to Nagari Mandal of chittoor District only.
- The behavior of the people belonging to rest of Nagari.
- This study cannot be generalized, due to quick changes in technology, Customer preferences.

Status of M- Commerce & E-commerce In India:

Now a day's mobile commerce has touched in every field of human life. People use internet for various purpose which includes emails, academic, financial and non financial information like that music video games on internet, chatting on online job searching, online banking etc,. India has day by day increasing in the number of internet and mobile commerce users in india.

Table No.1 Mobile Operators in India: Key Statistics

Telecom Operator	Total Subscriber
Airtel	22,92,67,770
VI	13,67,25,060
Reliance Communications	42,87,78,364
BSNL	2,70,66,371

Source: Internet

From the above table No.1 shows that with the growing momentum of wireless revolution and Mobile commerce explosion, it is evident that mobile devices are becoming a critical component of the new digital economy.

Table No.2 Internet penetration: India Vs World

Country	Percentage
America	96.6%
USA	98%
Japan	94%
Brazil	81.3%
China	71.3%

India	47%
France	93%

Source. Published by Statistical Research Department. July 7th 2022

As can be seen from the Table No.2, compared to the developed/ developing markets, the internet penetration in India is insufficient and hence there exist a huge potential. With the introduction of free unlimited internet access, JIO has captured 369 million customers.

From the above table illustrates the growth pattern and development over the period and the impact of the internet and mobile technology. It spells out the mobile internet users in India among urban and rural people in India. Majority of rural Indian people have started using more of internet related services are the basic reasons for the speedy growth of mobile commerce in India.

Data Analysis And Interpretation

The well framed questionnaire is used to bring out the required data regarding customer perception on the impact of mobile commerce. The collected data were analyzed and interpreted for understanding the impact of mobile commerce. The analysis is carried by using descriptive statistics.

Descriptive Analysis

In this study the descriptive analysis is used in exploring the following domains:

- Demographic profile of the respondents
- Level of awareness of mobile commerce
- Usage of mobile commerce services

From the below Table No. 3 describes various demographic profiles of the respondents namely Gender, Age, Educational qualification, marital status Occupation, Monthly income, Family size, Family type and location within Nagari Mandal. The data analysis, the demographic profiles of the respondents are:

I. 55.00% of the respondents are Male, and 45.00% of the respondents are female. ii.15.00% of the respondents belong to less than 20 years age group. One-third of the respondents belong to 21 – 30 years age group (38.75%). Then 32.5% of the respondents belong to 31 – 40 years age group. Only 13.75% of the respondents belong to above 50 years age group. It shows that younger generation is towards mobile commerce.

Table No.3 Demographic Profile of the Respondents

Demographic variables		Frequency	Percentage
Gender	Male	44	55.00
	Female	36	45.00
Age	< 20 years	12	15.00
	21-30years	31	38.75
	31-40 years	26	32.5
	>50 years	11	13.75
Education	School level	13	16.25
	Diploma Level	10	12.5
	Graduate Level	33	41.25
	PG Level	15	18.75
	Others	9	11.25
Marital status	Married	47	58.75
	Unmarried	33	41.25
Occupation	Student	22	27.5
	Housewife	11	13.25
	Self-employed	10	12.50
	Employed	33	41.25
	Retired	4	5.00
Monthly income	<Rs.15,000	25	31.25
	15001- 30,000	36	45.00
	30001- 40,000	16	20.00
	Above 40,000	3	3.75
Family size	2-4 members	26	32.50
	5-6 members	41	51.25
	> 6members	13.	16.25
Family type	Joint family	35	43.75
	Nuclear family	45	56.25
Located in Nagari Mandal	Yes	80	100.00
	No	-	-

Source: Primary Data

iii. Half of the respondents have completed graduation level 41.25%. Almost one-fourth of the respondents are diploma holders 12.5%. 18.75% of them are postgraduates, and 16.25% of them have completed until school level. 11.25% of the respondents have chosen others as their option, which shows that some of the respondents are having other than listed qualification, but also they are able to use mobile commerce. iv. Majority of the respondents are married 58.75% and 41.25% of them are unmarried. v.One third 27.50% of the respondents are students. Nearly 41.25% of the respondents are working in an employees in the organisation, and 12.50% of the respondents are self-employed. 13.75% of them are homemakers, and 5.00% of the respondents are retired. vi. Almost 31.25% of the respondents' monthly income is less than 15000 rupees. 45.00% of their incomes lie between Rs. 15001 –30000 and 20.00% of them earn more than Rs. 30,001-40,000. 3.75% of them earn above Rs.40000. vii. The majority 51.25% of the respondents responded that there are five to six members in their family, 32.50% of their families have two to four members and only 16.25% of them have more than six members in their family. viii. Considering 56.25% they belong to a nuclear family, and 43.75% of the respondents belong to the joint family. ix. 80 respondents 100.00% are from Nagari mandal.

Analyses of level of awareness of mobile commerce namely types of Smartphone, type of connection, the network provided, grocery store, dealer, in respect of the frequency and percentage is given in Table No. 4 below:

Table No.4 Level of Awareness of Mobile Commerce

Particulars		Frequency	Percentage
Type of your Smartphone	Android	62	77.50
	Keypad	8	10.00
	Apple	9	11.25
	Others	1	1.25
Type of Connection	Post paid	20	25.00
	Prepaid	60	75.5
Network provider	Airtel	20	25.00
	BSNL	11	13.75
	IDEA	8	10.00
	JIO	41	51.25
	Others	0	0
Mobile Usage per Month	<Rs.300	20	25.00
	Rs.300-Rs.500	32	40.00
	Rs.500-Rs.700	9	11.25
	Rs.700-Rs.1000	7	8.75
	>Rs.1000	12	15.00

Source: Primary Data

Interpretation:

From the above table No. 4 shows that, i. More than half of the respondents 77.5% have the android type of smart phones, 11.25% of them have apple mobile phones, 10.00% of them have windows (keypad), and 1.25% of them responded that they use other types of operating system. ii. 75.50% of the respondents are using pre-paid, and 25.00% of the respondents are using the post paid connection. iii. Half of the respondents network provider is JIO 51.25%, 25% of the respondents are using Airtel, 13.75% of the respondents are using BSNL, 10.00% of them are using IDEA, networks respectively. More than 60% of the respondents have done their recharge/top up in grocery stores, through a dealer and by internet also. v.

The majority 25.00% of the respondents spend less than Rs.300 per month for mobile. 40.00% of their monthly usage is between Rs.300 – Rs.500. 11.25% of the respondent's usage is between Rs.500 – Rs.700. 8.75% of them have spent Rs.700 to Rs.1000, and only 15.00% of the respondents have spent more than Rs.1,000 for their mobile usage on a monthly basis.

Table No.5 Utilization of Mobile Commerce Services

Usage	Never	Rarely	Some-times	frequently	Always	Total
Internet	4 (5.00)	29 (35.25)	2 (2.5)	9 (11.25)	36 (45.00)	80
Entertainment	20 (25.00)	8 (10.00)	30 (37.5)	15 (18.75)	7 (8.75)	80
Message (Whats App / Hike)	7 (8.75)	11 (13.75)	17 (21.25)	36 (45.00)	9 (11.25)	80

Video Calling (Skype /Viber/IMO)	9 (11.25)	8 (10.00)	57 (71.25)	5 (6.25)	1 (1.25)	80
Shopping (eBay/Amazon / Myntra / Snapdeal)	24 (30.00)	7 (8.75)	23 (28.75)	19 (23.75)	7 (8.75)	80
Navigation (GPS)	39 (48.25)	19 (23.75)	11 (13.75)	7 (8.75)	4 (5.00)	80
VIRTUAL Wallets like paytm/mPass etc.	8 (10.00)	16 (20.00)	29 (36.25)	14 (17.7)	13 (16.25)	80

Source: Primary Data

Interpretation

The maximum mean score is 45% in a, always which is for surfing internet. The next score for utilization of mobile commerce is attained by Entertainment 37.5% in some times, it shows that most of them are using mobile commerce for entertainment purpose. Then they use mobile commerce for the sake of messaging 45.00% in frequently, then video calling 71.25% in some times. The mean of shopping, wallets like Paytm and GPS are below average. Half of the respondents used it for entertainment, internet and messaging. Since the standard deviation is more than one, it shows that there is more deviation in the level of agreement for usage.

Findings and suggestions

Findings

- It is observed that majority (75%) of the respondents have two to four family members. More than half of 56.25% them belong to the nuclear family.
- Students and employed respondents have invariably adopted Mobile commerce.
- Almost 45 % of the respondents monthly income is less than Rupees 30,000.
- It is found that Android type of Smartphone is used most in the market, followed by windows type.
- It is observed that majority of the Nagari mandalam customers are using a pre-paid connection from the service provider.
- During the study period, it is found that more than half 51.25% of the respondents network provider is JIO and about 25% of the respondents are using Airel.
- It is found that Mobile commerce services are utilised mostly for the entertainment purposes like music, cinema ticket booking and travel. This is followed by surfing internet, messaging like WhatsApp and video calling and online chatting etc,.
- It is found that most of the respondents are use of mobile commerce. They use multiple SIM cards and indulge in mobile transactions with the available kind of internet access.
- Majority of the respondents agree that mobile commerce application is very useful for quick search, which infers that they have a wide variety of alternatives during their state of purchase.
- It is observed that 82.20% of the respondents are willing to recommend their family and relatives to use mobile commerce services.

Suggestions

Based on the observations and findings of the study, the following recommendations are made to improve mobile commerce eco-system for the service provider and policy changes are given below:

- Majority of the 85% in Nagari customers are using a pre-paid type of connection and Android type of Smartphone. Any Business promotion shall target prepaid customers in android platform so that the reach is the maximum instantly and bring positive results.
- It is evident from the study that the parameters such as speed, user friendliness, easy to use and compatibility are major influencing factor for the adoption of mobile commerce services.
- What˝s App, Navigation and Shopping usages are more in home town. It is recommended to service provider to focus on location based services (e.g. directions for travelling, information about of the nearest store, etc.
- Due to dynamic and ever changing business environment the tele-communication sector in India has to evolve refined model to suit new policy measures and regulatory mechanism which will certainly make customer delight and improve service satisfaction by assessing the periodical survey.

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