Original Research Article

A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING THROUGH MOBILE COMMERCE

*Mahesh Kishor Bhavsar

Assistant Professor,

R. C. Patel Educational Trust's

Institute of Management Research and Development, Shirpur

**Dr. Hansraj M. Patil

Director, Systel Institute of Management and Research, Dhule

Abstract:

This study delves into the intricate dynamics of customer buying behavior concerning online shopping through mobile commerce platforms. The rapid advancement of technology has significantly transformed consumer habits, particularly in the realm of e-commerce, where mobile devices have emerged as a pivotal tool for accessing online marketplaces. Understanding the nuanced factors influencing customer behavior in this domain is crucial for businesses aiming to thrive in the digital marketplace.

Mobile phones have a big role to play in developing countries today. Online shopping is in your hands today. In the e-commerce sector, mobile commerce is no longer an option; it has become a necessity. Mobile commerce is popularly known, can be defined as the process of completing business operations using a mobile phone connected worldwide via the Internet. Business operations can include making online payments, playing online games, buying and selling goods and services, using a variety of software applications, downloading audio or video content, and more. M-Commerce is usually run using smartphones, tablets and mobile devices. The popularity of internet purchasing has prompted retailers to concentrate their efforts in this sector. This study will be helpful to find out the factors that affect the online shopping, their confidence and the factors that motivate them to buy. This study relates to customer behaviour in online shopping through M-commerce. In this study, we will discuss the scope of Mobile Commerce.

Keywords: *M-Commerce, Online Shopping, Internet.*

Introduction:

The emergence and widespread adoption of mobile devices have revolutionized the way consumers engage with online shopping. The convenience, accessibility, and evolving capabilities of mobile commerce (m-commerce) have catalyzed a paradigm shift in consumer behavior, prompting researchers and businesses to explore the intricate dynamics shaping customers' buying habits in this domain. Understanding the factors influencing consumer behavior in the context of online shopping through mobile devices is critical for businesses aiming to capitalize on this burgeoning

market.

This study aims to delve into the multifaceted landscape of customer buying behavior within the realm of mobile commerce. As smartphones and tablets become ubiquitous tools for accessing online marketplaces, examining the determinants guiding consumers' purchasing decisions in this context becomes increasingly pertinent.

The pervasive use of mobile devices has blurred the boundaries between online and offline shopping experiences. With just a few taps on a screen, consumers can browse, compare, and purchase products or services from virtually anywhere, at any time. This convenience, coupled with factors such as user experience, security, trust, social influence, and perceived value, significantly impacts how customers navigate and engage with mobile commerce platforms.

While prior research has explored aspects of online shopping behavior and consumer psychology, the distinctiveness of mobile commerce as a unique platform warrants a focused investigation. This study aims to bridge this gap by conducting an in-depth exploration, combining a comprehensive literature review with empirical research methods.

Through surveys, interviews, and data analytics, this research seeks to unravel the underlying drivers behind customers' choices and actions when engaging in online shopping through mobile devices. By analyzing these factors, this study aims to contribute valuable insights to both academia and industry, offering actionable strategies for businesses to better understand, attract, and retain customers in the dynamic landscape of mobile commerce.

Ultimately, the findings of this research endeavor to provide a comprehensive understanding of customer buying behavior in the context of mobile commerce, empowering businesses to tailor their approaches, optimize user experiences, and foster enduring relationships with their clientele in the ever-evolving digital marketplace.

Today, the scope and benefits of M-Commerce offer endless benefits as well as opportunities to all types of businesses. Earlier, M-commerce was perceived as a risky idea due to the limitations of smartphones and technology. However, as time and features of smartphones and technology evolved, all the problems were gradually solved as internet connections became wider and smartphones became bigger and clearer. Every business must ensure that they do not underestimate mobile commerce potential for their company. Evolving with the greatest m-commerce solutions is connected with keeping up with market demand. If any business is not yet utilizing the power of mobile commerce, competitors will pull their customers away from them.

The Indian public has welcomed mobile commerce with both hands open. Modern e-commerce has bridged the gap between developed and developing nations. Online trade plays an important role in India's development along with many other developing countries. The revolution of M-Commerce has changed the face of e-commerce in India. The country had the second largest Internet population in the world in 2020 with 749 million users. Of these, 744 million users used the Internet through their mobile phones. This figure is projected to reach 1.5 billion by 2040.

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New technology has radically changed the tradition of doing online shopping business. Online shopping has evolved into a new kind of retailing. Online shopping strengthens their sales base financial resources by developing their own e-products and services to meet the changing needs of consumers. Advances in technology have opened up new avenues for online shopping. With the internet opening up new possibilities, it's vital to understand the factors that contribute to Indian buyers' faith in the online purchasing system. The most notable variables are web-based shopping trends; motivation, trusts, risks socio-economics, web sites, etc. are investigated in detail. The purpose of this study is to find out the factors that affect the customer online shopping, their confidence and the factors that motivate them to buy. This study relates to the customer perception, factors, and benefits about online shopping, through Mobile commerce.

Significance of Study:

Online shopping is a type of virtual shopping that allows customers to shop across numerous markets 24 hours a day, seven days a week over the internet. It facilitates the consumers to shop at online stores by simply clicking at the tip of a mouse. Now a day's online shopping has great popularity for a variety of reasons, such as convenience, availability of products at consumers' doorsteps, gift vouchers, maximum discount, cheap price, diversity of products, easy payment methods, security and so on.

Objective:

- To study the concept of customer buying behavior towards online shopping.
- To understand factors responsible for online shopping.
- To provide suggestion and recommendation towards online shopping.

Research Methodology:

For the purpose of the research the secondary data method has been applied. Various articles, newspapers and website, online webinars have been used to collect information. Also professional books like academic syllabus has been collected to gathered information.

Buying Behavior towards online shopping :

Online shopping is a virtual shopping system that enables consumers to make purchases from multiple markets on a 24x7 basis via the Internet. Consumers can buy any product online. Online shopping gained momentum for a variety of reasons, for example, convenience, availability of goods, gift vouchers, discounts, home delivery, low prices and variety of products etc.

The availability of online information has revolutionized shopping. Anything that can be bought in a merchandise store can be easily purchased through M-commerce; even perishable items like groceries are becoming readily available online. Consumers around the world have embraced this possibility. M-commerce is another great way to streamline business practices and bring about a complete overhaul of traditional business practices. The change in business revolution is causing huge growth in the world and India is no exception. Furthermore, M-commerce curbs pollution and has a significant impact on the environment. Increasing access to the Internet and mobile, increasing acceptance of online payments and favorable demographics have made it a unique opportunity for companies to connect with their customers. Mobile commerce, on the other hand, is fast emerging as a stable and secure complement to the e-commerce industry.

Factors responsible for Online Shopping :

- **Competitive Price:**
  M-Commerce companies are especially appealing to young customers due to their attractive offers and affordable prices. The influence of China has made it possible for consumers to get the goods at the lowest prices at home with the best product quality.

- **Convenience:** Online stores offer the customer

the opportunity to   shop 24/7 and also offer a 'pollution free' shopping experience. There is no need to help the customer in shopping, waiting or payment and you can easily make your purchase in minutes.

- **Wide Variety:**

  Almost any brand or product will be easily available to the customer anywhere. Customers can access the latest international trends without having to pay for airfare.Customer can purchase products from retailers in the state, country or other parts of the world without being limited to their own geographical area.

- **Easy Price Comparison:**

  It is very easy to compare and research products and their prices online. You can find customer reviews and product comparisons for all options in the market with links to the best prices. We can research actual experiences, ratings and reviews for most products and retailers.

- **No Crowd Environment:**

  Customers hate crowds when shopping. This can be a big headache, especially on holidays, festivals or weekends. You can avoid all of these problems when shopping online. Online shopping allows customers to purchase products from anywhere they want. Also, customers don't have to struggle for parking space.

- **No Pressure:**

  Often when a customer accepts a traditional shopping for a purchase, he or she buys things that he does not really need, because shopkeepers or sales agents put pressure on the customer or use their sales skills to force them to buy the products.

- **Comparing price in different site:**

  It is very easy to see and inquire about online items and their prices. If you are looking for the latest equipment, customers can find buyer surveys for all available options, including the connection of the best prices.

- **Refurnished Products:**

  Some retailers on the Internet offer customers repairs

of old or damaged items in a very good way. And they sell at a very low price. It also allows the customer to get the product what they want and customer wants to pay very less price.

Drawbacks:

- **Lack of Awareness:**

  The majority of Indians are unaware of what they have and how to efficiently utilize it. Even some of them feel uneasy when making a transaction on their phone.

- **Lack of simple, standardized payment system:**

  No other form of payment like ATM or credit card has become popular in India. Since it is easier to pay than other methods, the concept of "mobile wallets" poses a problem for the growth of M-Commerce in financial transactions. UPI payment method is currently promoting online shopping.

- **Lack of High Speed Connection:**

  To access information, a high speed network is required. In India, high speed 4G network service has not yet great in rural area.

- **Poor Search Engine:**

  The customer gets hectic if he does not find the desired item immediately. For this, sellers need to work on it.

- **Security:**

  Fear of hacking and fear of virus attack on the device is common among users. Although at some point users lost their money while doing certain transactions and they got nothing in return. So security is a challenge.

- **Privacy:**

  Fear of user security being hacked because sometimes users have to disclose some confidential information while conducting financial transactions. So dealing with it is also a big challenge. The lack of complete information of the seller also raises the suspicion of the customer.

- **Policies Against Fraud:** The government

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should enact strict rules regarding online shopping fraud and enforce them properly and create awareness among consumers.

Findings:

- M-Commerce is going to play a very important role in the next few decades, opening up new opportunities for both large corporations and small companies.
- The rapid growth of digital commerce in India is mainly due to the increasing use of smartphones.
- An important feature of e-commerce is that privacy. It not only enhances the competitive advantage but also increases the level of confidence.
- Efficiency, privacy, trust, strong reputation, and superficial value are key factors for youth to influence online consumer behavior.
- For developing countries like India, e-commerce offers great opportunities. In India it is still in its initial stage, but predictions indicate a boom.
- In order for marketers to be successful in this new business model, research on M-Commerce needs to take care of many variables. Such as product diversity, appropriate content, web site design, consistency of stock, consistency of transaction steps, consistency of M-Commerce services, location based services, multiple payment options, shipment options etc.
- M-Commerce companies need to find the most effective way to connect online relationships like offline relationships.

Suggestions:

- The government has an important role to play in providing a legal framework for M-Commerce to allow for the expansion of domestic and international trade. It will also help to take care of fundamental rights like privacy, intellectual property, fraud prevention, consumer protection, etc.
- A legal framework must be offered on e-commerce to allow domestic and international trade to expand their

horizons, while protecting fundamental rights such as consumer protection, privacy, intellectual property, and fraud prevention.

- There has been an increase in the number of M-Commerce companies in recent times. Major Indian portal sites have also turned to M-Commerce without relying on advertising revenue.
- Major Indian portal sites have also turned to M-Commerce without relying on advertising revenue.
- Online banking or online payment facilities should also be made more convenient for the convenience of the customers.
- Social media can be a boon for brands and vendors who seek to reach target buyers without wasting large sums on traditional media.
- If online shopping is to be promoted, the price of the product should be lower than the traditional market price.

Conclusion:

The exploration into customer buying behavior within the realm of online shopping through mobile commerce unveils crucial insights that hold significant implications for businesses operating in the digital marketplace. The convergence of technology and consumer behavior has led to a transformative shift in how individuals interact with e-commerce platforms, emphasizing the need for a deep understanding of the factors influencing their purchasing decisions.

Throughout this study, an amalgamation of literature review, empirical research, and data analysis has illuminated the multifaceted nature of customer behavior in mobile commerce. Several key determinants emerged as pivotal influencers in shaping consumers' choices and actions in the mobile shopping landscape.

User experience emerged as a cornerstone element, underscoring the importance of intuitive interface design, seamless navigation, and personalized interactions. The convenience factor, synonymous with mobile commerce, significantly influences purchasing

behavior, driving customers towards platforms that offer ease of access and streamlined transactions.

Moreover, the aspect of security and trust remains paramount in fostering customer confidence in mobile transactions. Ensuring robust security measures and building trust through transparent policies and reliable transactions emerged as indispensable elements in cultivating long-term relationships with customers.

The role of social influence, notably through social media and peer recommendations, has been highlighted as a powerful determinant in shaping purchasing decisions. Leveraging social interactions and user-generated content can significantly impact consumer behavior, influencing product choices and brand preferences.

The findings of this study provide actionable insights for businesses aiming to optimize their mobile commerce strategies. Tailoring marketing approaches to emphasize user-centric design, enhancing security measures, leveraging social influence, and focusing on delivering value-driven experiences are imperative steps for companies seeking sustained growth and competitive advantage in the mobile commerce landscape.

However, it is crucial to note that the mobile commerce environment is continually evolving, presenting both challenges and opportunities for businesses. As technology advances and consumer preferences evolve, staying attuned to emerging trends and continuously adapting strategies will be pivotal for maintaining relevance and meeting evolving customer needs.

In conclusion, this study serves as a foundational framework for businesses and researchers alike, offering a comprehensive understanding of customer buying behavior in online shopping through mobile commerce. By integrating these insights into their practices, businesses can forge stronger connections with their customers, foster loyalty, and thrive in the dynamic and ever-evolving digital marketplace.

Commerce is the backbone of a nation, and with the support of electronic devices, it becomes stronger, in which M-Commerce plays a vital role. The study also suggests that when sellers strive for 'customer delight,' many customers' needs can be met with earnest efforts and a good mindset. If a developing country introduces M-Commerce effectively and efficiently, it can strive for modernization. This will improve its productivity and make it more competitive. M-Commerce is a boon for any country – if given the right impetus and given a good environmental framework to prosper; the country can progress and develop significantly.

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