CONSUMER SATISFACTION TOWARDS MOBILE COMMERCE WITH SPECIAL REFERENCE TO IN TENKASI DISTRICT

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ABSTRACT

In   fast moving world each and everyone expecting to reduce a time to do any activities that reflects people using a short cut way. In business they need quick response, less time so some consumers using M-commerce. M- commerce refers to the substitution of goods over the internet using a mobile phone, or M- commerce refers to the explosion of applications and services that are becoming available through internet-enabled mobile devices; it includes new technology, services, and business models. The use of wireless handheld devices like cell phones and computers to conduct online commercial transactions. M -commerce transactions are on the

rise, and the phrase now refers to the purchase and selling of a wide range of goods and services, as well as online banking, bill payment, and information distribution. This study mainly aims to examine the consumer satisfaction towards M–Commerce in Tenkasi District. 134 respondents are selected as a sample by convenient sampling method . The primary data was collected from the respondents through questionnaire. The collected data were analyzed by using statistical tools namely percentage analysis , Friedman test , Kendall test ,and Factor analysis.

INTRODUCTION

Mobile commerce is characterized by bringing web-based business capabilities to the customer's hands. Innovation via remote was first created by Kevin Duffy in 1997. Revenues from portable ad hoc transactions are placed between different nodes close to each other without relying on the foundation to manage. The rapid growth of m-commerce has had a significant impact on users' work, learning, and daily lives. A growing number of operators have drawn a lot of attention. Customers' attention will be drawn to you if you improve your customer service. User happiness provides the groundwork for future success. Simply expressed, M-commerce refers to e-commerce transactions carried out through a mobile phone. As a result, M-commerce refers to the use of mobile phones to undertake any kind of business transaction. It utilises the e-commerce background as well as WAP technologies.Mobile commerce is based on the use of wireless technology (WAP) to perform sales of goods, provide services, make payments and other financial operations, communicate information, and so on.

REVIEW OF LITERATURE

1. Lee et al. (2015) found that, in the life-insurance industry, perceived usefulness, ease of use, and playfulness significantly influence customer satisfaction with mobile application services.
2. Cho (2008) investigated the influence of information, price, service, convenience, technology, and promotional and entertainment factors, through perceived usefulness and

ease of use, on user attitudes toward m-commerce usage and how these attitudes affect user satisfaction in the United States and Korea .

3. San-Martin et al. (2015) tested the effects of perceived entertainment and social norms on m-shopper satisfaction of both young and older (more than 25 years old) adults in Spain and found a significant influence of entertainment only for young adults and of subjective norms only for older adults.

STATEMENT OF THE PROBLEM

In the current scenario, as the number of mobile Internet users grows, and with the availability of low-cost, low-effort handsets, particularly Smartphone's, trading is likely to become a cutting-edge business model. Mobile phones are now used for more than just making phone calls; they are also used to surf the Internet, shop, and download material. M-pervasiveness, Commerce's reach capacity, versatility, and adaptability features have increased the number of mobile consumers and web supporters in India. Since the last couple of years, the phrase M-Commerce has gained popularity. The business has changed as a result of the creation of this concept. Innovative devices and applications are a big part of today's business testing. In this unusual setting, researchers attempted to determine the impact variables and trends of M business items/benefits, respondents' accomplishments, and the issues customers encountered when using M commerce.

OBJECTIVES

➢ To study the   influencing factors and preference of consumer towards M-commerce.
➢ To   analyze   the satisfaction level of M-commerce users.
➢ To Examine the problems faced by the consumer while using M-commerce.

SCOPE OF THE STUDY

 M-commerce users in the city of Tenkasi district who used M-commerce to sell their items via various media such as YouTube, Facebook, Instagram, and Twitter were included in the survey.

The purpose of this survey is to find out what people think about using social media to make purchases through m-commerce. It allows participants to learn about the impact of social media on Tenkasi choice to purchase m-commerce and its subsequent use of m-commerce.

RESEARCH METHODOLOGY

Primary and secondary data were used to acquire the information needed to meet the study's goals. Primary data was gathered through the use of a standardized questionnaire. This study's theoretical underpinning comes from a range of sources, including books, journals, websites, and other relevant studies. 134 respondents selected by convenient sampling   unit is made up of Tenkasi district m-commerce customers who frequent use M- commerce .

ANALYSIS& INTERPRETATION OF DATA

S.NO	Demographic profile	Attributes	Frequency	Percent
1	Gender	Male	85	63.4
		Female	49	36.6
2	Age	Below 25 years	8	6.0
		25- 30 years	35	26.1
		31 -40 years	56	41.8
		41 -50 years	25	18.7

		Above 50 years	10	7.5
3	Education	Below HSC	22	16.4
		Professional	32	23.9
		Graduate & Diploma	42	31.3
		Post graduate	38	28.4
4	Marital status	Married	74	55.2
		Un married	60	44.8
5	Occupation	Professional	25	18.7
		Business	23	17.2
		Government employee	19	14.2
		Private employee	45	36.6
		Self employed	22	16.4
6	Family size	Joint family	85	63.4
		Nuclear family	49	36.6
7	Monthly income	Below Rs 15000	40	29.9
		Rs 15000 -30000	44	32.8
		30000- 50000	25	18.7
		Above Rs 60000	25	18.7
8	Type of mobile phone	Android	110	82.1
		Blackberry	7	5.2
		Apple I phone	14	10.4
		Amazon fire	3	2.2
9	Net work	Airtel	38	28.4
		Bsnl	12	9.0
		Wifi connection	24	14.9

		Jio	54	40.3
		VI(Vodafone)	10	7.5
10	Sources of information	Online advertisment	17	12.7
		Friends and Relatives	31	23.1
		News paper	47	35.1
		Tv adverdisment	39	29.1
11	Using mobile per day	Very often	87	64.9
		Some times	22	16.4
		Rarely	25	18.7
12	Using Mobile commerce per day	Two hour	5	3.7
		Three hour	70	52.2
		More than three hour	59	44.0

Major proposition   85 (63.4%) respondents are male. Majority 56 (41.8%) respondents under the age group of 31-40 years It found that 42(31 %) comes under the category of education Graduate& Diploma .74 (55.2 %) respondents are married .It found that 44 (32.8%) respondents are doing business. Majority of the   85 (63.4%) respondents family type are   joint family. It found that 44 (32.8%) have earned the monthly income between Rs 15000-30000. It found that 110 (82.1%) type of mobile phone use of respondents are Android phone. It found that   54 (40.3) network of respondents are Bsnl.   It found that 47 (35.1) respondents are news paper source of information. It found that 87 (64.9%) respondents are using mobile a per day .It found that 70 (52.2%) most of the respondents using mobile phone are three hour per day .

FRIEDMAN TEST

A Friedman test was conducted to determine whether there is no differential rank ordered for the factors influencing to use of mobile commerce. The result of Friedman test is a shown below.

Factors	Mean Score	Rank	Chi- square	P value
Transaction mode easily	5.53	II	32.358	.000**
User friendly	4.88	V		
Cost is low	5.73	I		
24 Hrs available	5.18	III		
Save money &Time	4.49	IX		
Less securities issue	4.79	VI		
Convenient	4.54	VIII		
Easy to pay	4.71	VII		
Best offer and discount	5.15	IV		

Inferences:

According to the table, the p value of the test for the mean rank of effects of employing mobile commerce is less than 0.05. As a result, the null hypothesis fails at the 5% level. It was discovered that there was a difference in respondents' rankings when it came to mobile commerce. According to the findings of the study, there was a considerable impact on the ranking for Low cost, simple transaction mode, 24 hour availability, best offer and discount, User-friendly, with less securities to issue. It's simple to pay, it's convenient, and it saves you money and time.

Kendall's Test

A Kendall test was conducted to determine whether there is no differential rank ordered for the factors influencing to use of mobile commerce. The result of Kendall test is a shown below.

Using mobile phone	Mean Score	Rank	Chi- square	P value
Mobile learning	5.40	I		
Mobile money transfer	4.74	IV		
Mobile payment	4.75	III		
Mobile banking	4.36	V	69.448	.000**
Mobile shopping	4.30	VI		
Mobile ticketing	4.90	II		
Mobile entertainment	4.15	VII		
Health care	3.14	VIII		

Inferences:

According to the table, the p value of the test for the mean rank of effects of employing mobile commerce is less than 0.05. As a result, the null hypothesis fails at the 5% level. It was discovered that there was a difference in respondents' rankings when it came to mobile commerce. The investigation found that mobile learning, mobile ticketing, payment, mobile money transfer, mobile banking, mobile shopping, mobile entertainment, and mobile health care all had a substantial impact on ranking.

Factor Test

The following states are some of the relation to the problem faced by consumer

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.626
Bartlett's Test of Sphericity	Approx. Chi-Square	344.489
	df	78
	Sig.	.000

Rotated Component Matrix [a]					
	Component				
	Factor - 1	Factor - 2	Factor - 3	Factor - 4	Factor - 5
Usability	**.874**	.093	-.029	-.040	-.010
Interoperability analysis	**.789**	.146	.120	.079	-.040
Consumer Trust	**.765**	-.245	-.138	.023	-.009
Ethics and privacy	**.753**	.036	.344	.190	.126
Wire less infrastructure	.120	**.812**	.044	.099	.125
Risks and uncertainty	-.460	**.539**	-.043	-.107	-.208
Compatibility analysis	.068	.203	**.822**	-.069	.108

Limitations management issues	.051	-.237	**.684**	.197	-.190
Security in mobile commerce	-.098	.144	.001	**.769**	.101
Legal and regulatory challenges	.085	.308	.157	**.566**	.024
Payment issues	.127	.108	-.051	-.229	**.651**
Location management	-.077	.100	-.174	.412	**.593**
Security in mobile commerce	-.052	-.387	.209	-.023	**.539**
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

The SPPS Package was used to do factor analysis. The matrix of common factor co-efficient or factor loadings is represented. There were a total of five factors extracted. The ratios with the highest loading in each factor are clustered, i.e., the ratios that are most closely related to one another are boxed.

The factors (1) identified with new name like 'Usability', 'Interoperability analyses, 'Consumer Trust', 'Ethics and privacy 'influenced the opinion   about the consumer satisfaction towards mobile commerce. The factor (2) identified with new name like 'Wireless infrastructure', 'Risk and uncertainty', The factor(3)   identified with new name like 'Compatibility analyses, 'Limitations management issues', The factor (4) identified with new The factor (5) identified with new name like 'Payment issues', Location management', 'Security in mobile commerce'

Findings

1. Among the M-commerce users 63% of the respondents are Male members.
2. It found that,41% of the respondents age group is between 31-45 years.
3. It found that, 31% of the respondents are Graduate.
4. It found that , 55% of the respondents are Married.
5. Majority of the respondents 36% Private Employee.
6. It found that , 63% of the respondents are Joint family.

7. It found that, 32% of the respondents income Rs 15000-30000.

8. Majority of the respondents 82% type of mobile phone Android.

9. It found that, 40% of the respondents are net work mobile phone Jio .

10. It found that, 35% of the respondents are source of information News paper.

11. It found that , 64% of the respondents are Very often.

12. It found that, 53% of the respondents are mobile phone using Three hour.

CONCLUSION

The conclusion is that the consumer is going with M-Commerce for easy transaction 24x7 hours available , convenient, Easy to pay etc. They will choose the M-Commerce for the purpose of learning ,payment, money transfer, banking, entertainment etc. Consumer faces the some problems like security, wireless infrastructure, payment issues etc. Though it has useful in many ways especially lots of choices to its consumer both in products and brands. It will be able to reach every home in the coming years, with the younger population preferring mobile commerce and internet shopping.

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