A CRITICAL ANALYSIS OF THE PURCHASE BEHAVIOUR THROUGH MOBILE

Dr. K. S. Meenakshisundaram, 
Professor and Director, Centralised Academic Administration, Great Lakes Institute of Management, Chennai.

M. Sundararajan, 
Solution Architect, Tata Consultancy Services Limited, Chennai

Abstract: Mobile Commerce or Mcommerce refers to the use of handheld devices such as Tablets, Phablets and Cellular Phones to conduct commercial transactions. The term includes the purchase and sale of a wide range of goods and services including merchandizing, mobile banking services, mobile healthcare and financial services and promotional activities. The advent of the smartphones and deeper penetration of wireless services across India at impressively cheaper rates has led to a massive explosion of the mobile internet user base. The mantra is to flick, click and engage on the go. Mobile wallets, secure payment gateways, integrated security system and personal identification system for mobile channels have made sure that the power user has the entire market in his palm. Ecommerce companies have realized the vast potential of this platform and have started addressing the specific needs of the platform by bringing in better usability, offers and location based services.

Mcommerce seems to be maturing in terms of usage, adaptability and service reliability. According to a recent report in The Economic Times, there are strong reasons to believe that Mcommerce is said to overtake Ecommerce soon with KPMG estimating the download of mobile apps to grow almost 6 times to 9 billion. The mobile commerce market in India is expected to grow at a CAGR of 71%.

Mobile customers can become active influencers, buyers and brand ambassadors. Mobile users along with their behavioural patterns, usage patterns and social media presence provide vast data which can be deciphered for building patterns for better customer profiling. This can be used by companies and marketers to push targeted ads and product offering which can be placed vis-à-vis the mass market ads through mobile platform. According to The Economic Times, the number of Indian consumers who access the internet over mobile jumped to 33% or about 173 million customers and is expected to touch 457 million in 2017, India still lagged behind US, China and Indonesia in terms of the app downloads.

Statement of the problem:

The main objective of this research will be to analyse the mobile commerce purchase behaviour of consumers in India and to come up with a fuzzy logic based recommendation system.

Objectives:

1. To identify the buying behaviour of Mcommerce customer base in India.
2. To identify the reasons, factors and parameters responsible to motivate the customers to transact engage in Mcommerce as against Ecommerce.
3. To find out specific features and parameters that can motivate the sellers to push mobile based offerings.

4. To explore ways in which the large amount of data collected through mobile user profiling can be deciphered to target ads and offerings specific to location, individual or target groups.

**Research Methodology:**

In order to fulfil the purpose of the research, a survey will be conducted across various platforms covering various types of data including demographic profile, smart phone usage pattern, social media behaviour, confidence in using the platform, easiness of using the platform etc.

Convenient sampling method would be used and questionnaire would be filled up using emails, online portals (Google Docs) and personal interviews. The sample would only cover the smart phone users who are aged between 18 and 40. Though the penetration of mobile phones is disbursed across different age groups, usage of smart phones and Ecommerce / Mcommerce sites is generally observed to be maximum across this particular age group. Moreover, this group would prefer more of the life style products; have a more dynamic social life, purchasing power and definitive purpose all of which calls for more consumeristic attitude.

**Conclusion**

From this research study, it will be possible to come to an understanding of the Mcommerce customer base in India besides coming up with a fuzzy logic based recommendation system. The study would add value to the existing literature on mobile commerce by bringing in insights into the customer base. Marketers, Companies, Telecom companies alike can use the interpretations to derive better business decisions.

Authors:

1. Dr.K.S.MeenaKshisundaram, Professor and Director, Centralised Academic Administration, Great Lakes Institute of Management, Chennai.

M.Sundararjan, Solution Architect, Tata Consultancy Services Limited, Chennai