

# Importance Of Mobile And Mobile Services In Human Life - M-Commerce

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*Abstract: M-commerce, is a concept that involves various applications, latest technologies and services which are accessible from Internet enabled Mobile devices. The concept of M-commerce has taken birth from the traditional E-commerce, any business transaction whose price or essential terms were negotiated over an online system such as an Internet, Extranet, Electronic Data Interchange network, or electronic mail system. Today consumers are not only concerned with earning money but also look at the various aspect of spending it which could make the customer happy and satisfied in their every Mobile service. Wireless technology in the name of mobile has made the day to day affairs of the today's customer smarter, better, faster and reliable with current standard of living. Hence it is stated that the M-commerce is treated as the best solution to the today's generations demand which offers new Mobile services and Mobile Apps to interact with customer importance along with network companies goodwill. Communication has been playing a important role in man's life from time immemorial inventions like radio, television, telephone and computer made a tremendous in the world.*

## I. INTRODUCTION

Mobile Commerce, in today's business the new buzzword is Mobile, Mobile services and Mobile Apps in any industry which given platform by providing voice calling, multimedia services, entertainment and other commerce transition which are expected to enhance in the revenue generation.

Mobile is an Electronic device which is also known as Mobile phone that can make and receive telephone calls over a radio link while moving around a wide geographic area.

Mobile provides various Mobile services to Mobile users are Mobile ATM, mobile ticketing, Mobile Vouchers, Content business, Location based services, Information services, financial services, Money brokerage, On line Auction, Mobile Money transfer, Mobile browsing, Mobile marketing and advertising etc are popular Value added services other than basic mobile services like making call, receiving call, using camera, videos, calendar and so on and so forth.

Mobile Apps are the software applications developed in customized way as per the requirement of the business house.

To set an example many mobile apps are dedicated to Entertainment, Gaming, shopping, Health, travel, food etc. There are many social network mobile apps could be downloaded by the mobile user directly from the internet like True Caller, Whatsapp, We chat, Viber etc.

Mobile commerce gradually claimed the ladder and explode the potential of mobile market through mobile iphone manufactures such as Nokia, Motorola, Eriksson & Qualcomm are working which carries AT&T wireless and sprint to develop WAP-enabled Smartphone, which offers fax, e-Mail and phone capabilities. Early 2014, brick and mortar business owners and big-box retailers in particular, have made an effort to take advantage of M-commerce by utilizing a mobile capabilities like location-based services , barcode scanning and push notification to improve the customer experience of shopping in stores.

## II. PURPOSE OF THE RESEARCH

The researcher has tried to identify the core customer need in basic services, value added services and mobile Apps by customer often and study customer satisfaction based on certain parameters. As per the Taj Mary Mahfuz & Subhenur Latif, there are various factors influencing mobile services to adopt 3G technology due to customer intention, awareness, attitude and their expectation. Customer satisfaction is associated with the quality service and service expectation from the service provider.

The researcher has tried to discuss about the Mobile Services and Mobile Apps which are connected with M-Commerce.

Expectation of customer varies from time to time and person to person based on their knowledge about handling latest technology in the smart mobile. In spite of revolutionary changes in the Mobile technology, Mobile are mobile users would like to use only basic mobile services and those who are technology savvy opt for Mobile Apps. However there are several bench marks put up by the Telecom Regulatory Authority of India (TRAI) to maintain good and quality services for the customer satisfaction.

The purpose of the study is to know the customer satisfaction in basic Mobile service and use of mobile Apps in order to understand the service satisfaction. Mobile services are classified into basic Mobile services, Value Added Services, Mobile Apps in general and M-Commerce Apps in specific. Here researcher to be more specific has considered five services of each which he finds most popular among the mobile service users at the time of research.

Customer satisfaction is a qualitative term and so can be measured in terms of index scores. Measurement of customer satisfaction thus need to take number of services and service parameters into consideration. Indices consist of independent variables and dependent variables. Satisfaction as a dependent variable is measured through several independent variable.

## III. LITERATURE SURVEY

In spite of various Mobile Basic services, Value added service and Mobile Apps, the customer usage and knowledge varies from time to time and person to person. There exist the gap between the Variety of services received by the customer. The major issues and challenges are in understanding the basic requirements of the Customers.

Wireless communication plays a vital role with the help of Mobile. Mobile Service provider, provides the various digital services like browsing, money transfer, information services, business opportunity, marketing, advertising etc, to support there are many on-line stores are ready through mobile internet. These latest telecom service provider, provide services with either GSM/CDMA/2G/3G. Now latest is 5G but as the customer acceptance in latest technology is slow due to various reasons where cost could also be the one of the factor. There are customer in usage of 3G technology however 2015 has started with 4G technology and it depends on how fast customer get used to these services.

Regulators like RBI and TRAI Telecom Regularity Authority of India, several banks, Mobile service providers and Phone Makers are joining hands to take-Mobile commerce to the unbanked population. Since the customer perception with regard to various Mobile service may differ from customer to customer and so necessity to be measured through survey corresponding to various service quality parameters.

Benchmarking is a continuous, systematic process for evaluating the products, services and work process for the purpose of improvement TRAI has set up certain benchmarks against these parameters.

Apart from this researcher used key parameters upon customer Mobile usage in various categories of services considering five popular services in each categories. In this study the researcher has found that there is gap between the set bench marks for different parameters and actually what customer receives. Researcher also found the usage of Mobile Services at various categories in form of Basic Mobile Services, Value Added services, Mobile Apps in General and M-Commerce in specific.

## IV. OBJECTIVES OF THE STUDY

- ✓ To Assess the Customer Satisfaction towards Basic mobile services.
- ✓ To Assess the Customer reliability on mobile services while connecting globally through M-Commerce specific Apps.

H: There is a Positive association Between Basic Mobile Services and Customer Satisfaction.

The researcher has got satisfaction in ratings after analyzing the customer information and they are compared with the bench mark already set by the TRAI, government and authorized organizations. The customer satisfaction has been measured in various categories of services. This will help the service provider to know the need of the customer and the major areas where they could focus to improve the services to raise the overall customer satisfaction.

## V. METHODOLOGY AND SOURCE OF DATA

The descriptive research methodology was applied. The method allowed for the assessment of customer satisfaction of mobile services of mobile apps in mobile service networks. This research study is taken up through a survey. It is said that to consider and understand the public opinion survey referred to the best research method for any public issue, Hence this survey can help to conclude the precise result.

- ✓ To get the above stated objectives and to prove theses hypothesis, the research study is done through survey method.
- ✓ Questionnaires are filled by researcher personally interviewing various customers using mobiles ranging from students, government employees, business man, home makers and from other profession.
- ✓ Interview technique is adopted to gather the valid and reliable information from the customers using mobile phone services.

Survey has helped the researcher to suggest with critical factor, which are important to customer, as the mobile users perception varies from person to person and time to time based on the demographic factors like age, occupation, qualification, income, gender. The goal is to understand the mobile service users perception with reference to their expectation in service provider.

## VI. SOURCES OF DATA

This study is conducted based on goals set. For this research both primary and secondary data are used.

### PRIMARY SOURCE

The primary data collected from the respondents who are mobile friendly. Based on the scope and objective of the study, Interview schedule/Questionnaire is prepared to collect the response and opinion from the mobile (Customer). The respondents comprises of rendering their economic activity through service (Government employee), Businessmen, Home makers, students and others (other categories of profession), who are using mobile services and also other value added services.

### SECONDARY SOURCE

Secondary data collected through e-Journals, Magazines, Internet, Books and Digital Media.

## VII. TOOLS OF RESEARCH

Information collected through Primary and secondary source are analyzed and interpreted with the help of suitable statistical tools. Chi-square test method is used to test the hypothesis as the sample size was large and also to reach results to utmost accuracy. Appropriate parametric tests were performed with independent samples. Factor Analysis for the Demographic information of the primary information.

## VIII. SAMPLING METHODOLOGY

A sample is a set or a group of population under study. Sampling is the process of selecting such set or group from bigger population, with which study can be performed. The sample size was fixed based on calculation after performing a pilot survey. A pilot survey was conducted on 40 customers to get the value of standard deviation  $\sigma$ . With 95% accuracy level the required sample size was 1000. Total 1050 samples were gathered. Out of which 1000 valid samples were taken for data analysis. Random sampling technique is used for survey.

Sampling design is the process of obtaining the results about an entire population by only evaluating with only a part of it. For the purpose of this research 1000 mobile subscribers are surveyed to collect the primary information.

## SAMPLING SIZE: 1000 RESPONDENTS

Sample unit: Customers using mobile phone services through service (Government employee), Businessmen, Home maker, students and others (other categories of profession), who are using Mobile Services and Mobile Apps.

Sampling area: South Bangalore city of Karnataka state.

Population of Bangalore is more than Crore and Bangalore is having large number of sectors. To discuss upon the population of south Bangalore also runs in lakhs and researcher cannot reach to 100% of customers. Hence this research has been done on convenient Random sampling technique adopting 350 customers using Mobile services and Mobile Apps.

## SCOPE OF THE STUDY

- ✓ To conduct this research the target population was the mobile service users who are in GSM/CDMA/2G/3G technology users. Respondents are internet surveys along with basic mobile service users. Respondents are from BSNL and Airtel network service users.
- ✓ Geographical area targeted was South Bangalore in Karnataka state with sample size of 1000 mobile service users.

## DATA ANALYSIS

Factors	Cronbach's Alpha Based on Standardized	Cronbach's Alpha	Mean	Variance	Std. Deviation	Results
Basic Mobile services	0.954	0.954	5.3980	2.054	1.43306	Accept

Table 1

We can see that Cronbach's alpha is higher when compared to Standard in the above factors which indicate a positive level of internal consistence for our scale with 1000 samples of Mobile Service Users of Airtel and BSNL Mobile Service Networks in South Bangalore City of Karnataka State.

Mobile Services and Mobile Apps	Chi-square test Diff	Chi-square test value	Results
<b>Basic Mobile Services</b>			
Make Calls	3	0.261	Reject
Receive Calls	3	0.443	Reject
Send Messages	3	0.384	Reject
Receive Messages	3	0.558	Accept
Attend Missed Calls	3	0.141	Reject

Table 2

Basic Mobile Services	Four Basic services rejected and one basic service accepted
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The above table project the consumer satisfaction towards selected few popular Mobile Basic services most of the selected mobile services are rejected in the results when compared with and valued with Chi-square test , so it is said null hypothesis " There is no Positive association between Customer Satisfaction and Mobile Services " is rejected and

alternate hypothesis " There is Positive association between Customer Satisfaction and Mobile Services "

Basic Mobile services of 1000 respondents using Airtel and BSNL Mobile service network details towards their response is recorded here, consumer were given 1 to 5 scale of rating , 1 being strongly agree and 5 being Strongly disagree. The data collected from the Mobile service consumers has been presented in the tabular form in which the responses of the highest percentage of the response population having equal satisfaction for the given Basic Mobile services are presented here. In case of utilization of basic mobile services BSNL stands first by giving highest percentage due to Cost effective, Consumers express the tariff of BSNL is low compared to Airtel network.

Sl. No	Basic Mobile Services	No of Respondents	Airtel Network	No of Respondents	BSNL Network	Result Airtel or BSNL Network
1.	Make Calls	466	50%	466	50%	Both are equal
2.	Receive Calls	462	49.78%	466	50.22%	BSNL Network
3.	Send Messages	458	49.46%	468	50.54%	BSNL Network
4.	Receive Messages	468	50%	468	50%	Both are equal
5.	Attend Missed Calls	466	50.54%	456	49.46%	Airtel Network

Table 3: Selected Basic mobile Services

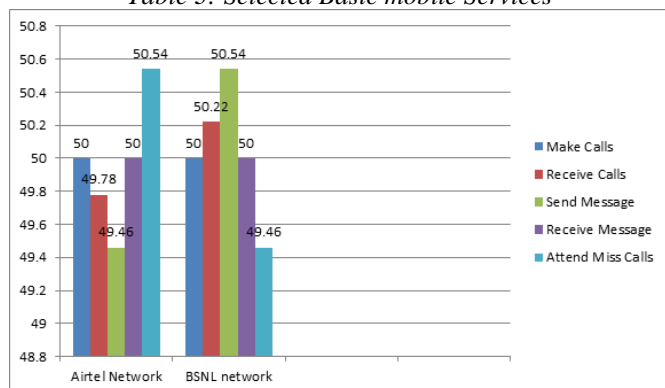


Figure 1: Respondents reaction on Selected Basic mobile Services

On selected mobile basic services, the reaction of the randomly selected customers from Airtel and BSNL subscribers are recorded here. Making calls and receive messages are equally shared by both Airtel and BSNL subscribers. Receive calls are almost equal still there is difference by 0.44%, lead by BSNL subscribers. Send messages are also leading by Airtel with 1.08%. Attend missed calls are leading by Airtel subscribers by 1.08%.

Two services are equally shared by BSNL and Airtel network.

Two services are leading by BSNL and Airtel Network. One services are lead by Airtel Network.

To conclude BSNL network is Successful among the selected basic Mobile services in South Bangalore City of Karnataka State.

### FINDINGS

The results of the survey show that 268 (53.6%) respondents out of 500 respondents are using Mobile basic services under Airtel network more than 25 times, in which 246 (49.2%) respondents out of 500 respondents are using under BSNL network which is good ranking criteria to state the utility of networks. However in the second place of using service highest number between 16 to 25 times BSNL network stands first by 48% as compared to Airtel by 44%. in South Bangalore City of Karnataka state out of 1000 respondents classifying 500 respondents to Airtel and 500 to BSNL Mobile network. This shows there is tight competition between Mobile service networks.

### IX. CONCLUSION

Today every business is based on digitization and the major role is played by the electronic gadget mobile phone which is consumer centric, this gadget with all plus and minus of its worth in the eyes of each individual there is least or negligible number of users says that they do not depend on the mobile phone services and do, not use the Mobile phone Applications. Hence there is no question of customer neglecting the basic mobile service. However the quality of services are measured with cost, so service provider need to serve the customer with quality and quantity at less cost is the challenge.

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