

# An Empirical Study on Consumer's Swing Towards E-Commerce and M-Commerce

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**Abstract - Online shopping has grown in popularity over the years, by the application of technology the business is growing at a high rate. This paper give us the information how the application of E- commerce and M-Commerce has changed today's business world, its impact both problems and opportunities for the business and customers and how the innovation in technology leads to convenient and personalized ordering. We all know how mobile commerce is growing in the modern business world, with the rise in internet users and mobile access among consumers, the technology of Mobile commerce has come up new business model, the business which are using latest technology have a great future ahead. The young customers, mobile users and internet savvy customer are shifting towards of e-commerce and m-commerce because of many reasons. Finally, this paper will introduce us to these segments of e-commerce and m commerce, how they have evolved over the years and how to achieve long-term success with their products and deliver a better experience. This research paper is the result of a variety of analyses on how these sectors are providing consumers with many benefits at an unprecedented rate, resulting in great corporate growth. A total of 125 respondents given their views about their swing towards e- commerce and m-commerce by using "standard questionnaire," which was designed on a five-point interval scale.**

**Key Words: E-Commerce, M-Commerce, Consumers, Business, Shopping, Growth**

## INTRODUCTION

Electronic commerce, also known as E-commerce, began many years ago with the development of computer science and technology such as the Electronic Data Interchange (EDI) standard for the inter-change of business documents such as orders and invoices between businesses and their suppliers (Yazdanifard, et.al, 2012). Information technology has played a critical part in the future development of

various financial sectors, allowing them to obtain a competitive advantage over other competitors in a developing economy (Kotabe & Kothari, 2016). With a huge range of digital possibilities, this area has become an integral aspect of the global retail structure over time (Hilbert, 2016). It is growing more relevant, prominent, and influential among consumers in terms of boosting sales and gaining their trust. Mobile commerce, often known as m-commerce, has been around since its inception. Since 1997 and has accelerated in recent years in terms of performing transactions and delivering improved experiences (Zhang, et.al, 2013). They offer a variety of advanced features from a broader perspective, as it has now become a worldwide phenomenon that has to be fully explored. This category has emerged as one of the most important contenders on the new business landscape, attracting the most customer interest. The rise in internet users has resulted in an increase in revenue as well as geographic reach (Aker & Mbiti, 2010). In this research paper the author explains how it has brought about many improvements in all sectors of daily life by providing value to consumer happiness. Customers or consumers benefit from the internet because it gives them access to the global market, allowing them to compare costs across areas and obtain a firmer foothold in the multilateral trading system (Wang, 2012). Because of its determined essential qualities such as personalization, flexibility, and improved efficiency, the effects of both e-commerce and m-commerce are already surfacing in all domains of business for reaching and connecting with consumers (McClean, et.al, 2018). Due to multiple factors, mobile commerce or m-commerce adoption has significantly attracted many consumers in providing those best benefits, as these are now not only used for sending messages or making phone calls, but

also in doing businesses and internal processes to support purchasing, selling, and many other activities over the internet. They've grown in popularity to the point where people are starting to use them.

### LITERATURE REVIEW

In the last few years, it has been noticed that there has been an immense growth of internet technology amongst the consumers of market. Due to advancement in the technological sector many of them is fundamentally substituting the conservative way of performing business over an electronic network, primarily internet (Varadarajan, et.al, 2010). Consumers are getting attracted through these features because the execution of e-commerce and m-commerce are taking shape in all sphere of business from customer's service to new product design (Niranjana murthy, et.al, 2013).E-commerce or popularly known as internet commerce which requires the transaction of goods and services through transfer of funds as well as exchange of data over the internet (Niranjanamurthy & Chahar, 2013).It was first developed in the early 1970s and advancement in internet and communication technologies within the last few decades has given birth to these online business organisational systems in order to reach a supply chain management system to enable development of competitive organizations. Nowadays lot of people are engaged or imprisoned by their household duties and work so it provides an opportunity to attract them by saving a lot of time to choose goods and services at best prices from these online stores. They provide a remarkable experience to the consumers and have gained so much popularity amongst all age groups to a wide range of facility and outcome (Mikalef, et.al, 2013).It has significantly grown over the years to provide better user experiences for driving sales. E-commerce or electronic commerce basically encompasses a wide variety of tools for buyers or sellers to conduct online marketing and sales activities on the business world (Mbatha, 2013). These platforms are powered by the internet in which the consumers are able to place orders by accessing easily through online stores for their required products or services via their own mobile devices. Explosive growth of mobile phone or smart phone users is proving to be a game

changer which also facilitates new types of information-based business processes for reaching and interacting with customers shows a tremendous business growth in India. Customers from all sections of the society are able to buy any product without leaving their home or workplace with just a few clicks on these virtual stores and they also provide lot of choices for consumers to choose a product from any vender anywhere in the world. The products or services offered over the internet are generally cheaper in comparison to these traditional shops. Several business organisations over the internet offer them at cheaper prices because the cost incurred by middlemen is eliminated to attract consumers (Toh, et.al, 2011). The smart phone users reached to 173 million by the year 2021 because its usage provide instant satisfaction to consumers to simply keep pace with development (Agarwal, et.al, 2020). Availability of mobile phones at a reasonable price and they enable to get proper product information regarding its benefits, compare their prices and finally evaluate its value with ample options available to us before committing purchase. Through the internet they are also able to clarify their queries if any doubts arise while selecting the products. This has changed the perception of every individual who are a part of these businesses whether a consumer or seller. The role is synonymous in all aspects of our daily lives as it offers a versatile shopping experience and rapid transactional facilities which enables secure purchase transactions (Zwass, 2010). Due to large number of mobile applications, services and business models' people are getting transferred to mobile commerce for experiencing fastest transactions in the market as mobile users have intensely increased over the years. Mobile commerce has been beneficial in this technological era as it helps to use handheld devices for communication, inform transaction and for entertainment using text and data on high-speed internet connections (Jahanshahi, et.al, 2011). It is also a branch of e-commerce technology which ensures flexibility and effectiveness to its users. Mobile commerce is becoming very popular in the country like Indi affordable rate creates a neutral infrastructure to provide better opportunities. They also provide with the assurance of secure transactions in bridging gap between sellers and customers. Mobile commerce is growing in fast way as a secured supplement through smart phones which have broadly shifted

from the desktop to most citizens of the nations (Prakash, 2018). Usages of wireless devices help customers to pay the bill from its bank account, booking and cancellation of tickets using these commerce facilities. Cellular phones have become so popular that many retail businesses are beginning to use these commerce facilities in a more efficient way to attract and communicate with the customers. Therefore, the evolution of e-commerce has been pretty interesting as everything essential is delivered at consumer's doorsteps with easy return policies. The government of India is promoting a more transparent mode of functioning by eliminating the involvement of middlemen in government purchases and other services through e-commerce (Shah & Patel, 2016). Considering online defense purchases helps them to terminate illegal money laundering activities in procuring government deals and orders. During the period of demonetization various consumers of business sectors helped towards to opt for various digital payment options (Kandpal, et.al, 2019). Under the ministry of women and child development an e-commerce platform was launched for rural women entrepreneurs known as Mahila-e-haat which helps them to promote employment and showcase their products online without any additional cost. They also started various online trading platforms for farmers from different states in order to connect them with a network of wholesale agricultural markets. The central government led many numerous initiatives like Make in India, Digital India, and start-up India to boost the e-commerce industry directly or indirectly. Government of the nation plans to create a \$99 billion dollar e-commerce industry by 2024 and \$200 billion by 2026 to accelerate several small retailers to expand their businesses. Online grocery market is estimated to reach \$20 billion dollars by 2024 from \$2 billion in 2019. Government e-marketplace was an initiative taken in August 2016 by the government for bringing transparency and efficiency to help channelize resources for various development schemes and projects. The volume of e-commerce order increased by 36% by the Indian consumer's in the last quarter of year 2020 (Einav, et.al, 2014). E-commerce platforms can be operated through night and day 24/7, seven days in a week and 365 days a year. The global e-commerce revenue is estimated to reach \$2,258,801 million in 2022. Some of the prominent globally recognized e-commerce platforms are as follows

Amazon.com, Alibaba.com, ebay.inc, walmart.inc, and many to open up more opportunities for businesses. The global pandemic has encouraged consumers to move towards technological world and has transformed online shopping attitude with adoption of e-commerce websites through social media platforms (Beyari, 2021). Covid-19 sparked a meteoric rise in online shopping which also affected the lifestyles and motivated many people to encourage their purchasing behaviors across industries to identify the priorities of consumers. This global pandemic accelerated the expansion of e-commerce towards new firms in spite of contact restrictions and other confinement measures (Foya & Garikayi, 2021). They give a memorable experience for customers and have grown in popularity among people of all ages due to a diverse selection of services and outcomes (Mikalef, et.al, 2013). It has grown tremendously over time in order to deliver better user experiences and increase sales. E-commerce, or electronic commerce, refers to a set of tools that buyers and sellers can use to perform online marketing and sales. Smart phone users are expected to reach 173 million by 2021, owing to the fact that their use provides customers with quick gratification and allows them to stay up with development (Agarwal, et.al, 2020). Mobile phones are readily available at an affordable price. They allow us to obtain accurate product information about its benefits, compare pricing, and finally evaluate its value in light of the numerous options available to us before making a purchase. They can also use the internet to get answers to their questions if they have any during the product selection process. Every individual who is a part of these businesses, whether a consumer or a vendor, has had their perceptions altered as a result of this. The role is ubiquitous in our daily lives since it provides a diverse purchasing experience and quick transactional capabilities, allowing us to do more with less. They also offer the guarantee of safe transactions by bridging the gap between sellers and buyers. Mobile commerce is rapidly expanding as a secure supplement to smart phones, which have largely replaced the desktop for the majority of citizens in most countries (Prakash, 2018). Customers can use their wireless devices to pay their bills from their bank accounts, book tickets, and cancel them utilising these commerce services. Many retail firms are beginning to use cellular phones to attract and communicate with clients in a more

efficient manner as a result of their increasing popularity. As a result, the evolution of e-commerce has been quite fascinating, as everything necessary is delivered to consumers' doorsteps with simple return policies. India's government is supporting a more environmentally friendly lifestyle. Despite the economic recession experienced during the era of covid-19, these platforms saw good sales growth in 2021. They were all more likely to purchase products and services digitally in order to reduce physical interactions. They were able to drive with services like digital payments and other financial services.

STUDY'S OBJECTIVES

- 1.To assess the trend in customer behaviour toward e-commerce and mobile commerce.
- 2.To determine why consumers are turning to e-commerce and mobile commerce.

Table : 1 Respondents details:

Variable	No. of respondents	Percentage
Gender		
Male	78	62.4
Female	47	37.6
Total	125	100%
Age		
21-24	44	35.2
25-29	36	28.8
30 and above	45	36.0
		100%
Occupation		
Student	21	16.8
Service class	33	26.4
Business Class	27	21.6
Others	44	35.2
Total	125	100%
Usage frequency		
Biginers	36	28.8
Average users	49	39.2
Frequent users	40	32.0
Total	125	100%

METHODOLOGY

The research is based on empirical evidence; a total of 125 people took part in the survey. A standardized questionnaire was used to gather information from them. The outcome is determined using the mean and the t-test. The sample method used was convenience sampling. Study's findings in Table 1, displays the Gender, Male respondents are 62.4% and Female are 37.6%.

The Age of the respondents are, those who are of 21 to 25 years are 35.2%, those between 25 to 29 years are 28.8%, and those who are 30years and above are 36%. With reference to the Occupations, Students are 16.8%, Service Class is 26.4%, Business class is 21.6, and others are 35.2%. Looking at the usage frequency of the respondents, Beginners are 28.8%, Average users are 39.2%, and frequent users are 32%.

Table 2: Customers swing towards E-Commerce and M- Commerce

Serial No.	Statement of Survey	Mean Value	t Value	Sig
1	Consumers are swinging toward e-commerce because it saves time.	4.12	6.99	0.00
2	Buying things through online platform is easy, by viewing the consumers' review and feedback.	4.22	8.17	0.00
3	E-commerce/M-commerce provides customers with variety products from which they can choose.	4.17	7.73	0.00
4	Benefits that customers receive from e-commerce is convenience, which provides them satisfaction	4.33	9.38	0.00

5	M-commerce allows customers to buy any product at any time and from any location	4.30	9.19	0.00
6	Occasionally, a product is unavailable in the local market, but it is available online.	4.10	6.77	0.00
7	E-commerce allows customers to shop on a worldwide scale	3.67	1.93	0.02
8	M-commerce and e-commerce both offer the option of returning or exchanging a product if you are unhappy with it.	4.25	8.59	0.00
9	A customer does not need to be physically present while purchasing a thing through e-commerce	4.07	6.45	0.00
10	M-commerce and e-commerce offer a variety of discounts and other advantages.	3.83	3.80	0.00

Table 2: displays the statement's mean values for the study done to determine the "Swing of Consumers towards E-commerce and M-commerce" The first statement is about time savings: "Consumers are moving towards e-commerce as they find it time saving," with a mean score of 4.12. The second statement is about product comparison: "Buying products from an online platform can be easily compared with other products with the help of other consumers' feedback," with a mean score of 4.22. "E-commerce/M-commerce allows customers a wide selection of things to pick," according to the third stamen, which has a mean value of 4.17. With the mean, the fourth assertion is "Convenience is one of the primary advantages that customers obtain from e-commerce and gives them full happiness." The next statement, "On being displeased with the purchase, m-commerce, and e-commerce provide the facility of return or exchange," received a mean score of 4.25. With a mean score of 4.07 and 3.83, the last two assertions are "When purchasing a product through e-commerce, a consumer does not need to present physically" and "M-commerce and e-commerce provide numerous discount schemes and other perks." Every statement's T-value in the context of Consumer Swing to E-commerce and M-commerce is significant since the t-value statements are positive, and the significance value is less than 0.05.

### CONCLUSION

In the future years, the e-commerce and m-commerce industries will become a leader in the electronics business world, with significant popularity among customers (Anuj, et.al, 2018). It creates new chances and has had an impact on the old business structure by making people's lives easier. This is because, with the help of these platforms, anyone can place an order

from anywhere. Finally, this study indicates that mobile operators are fast rising in the global business market from browsing new products, adding them to carts, and making payments using online means in just a few clicks. The Indian government is taking important steps to develop these sectors in the country in order to create jobs by improving internet access and building infrastructure (Ramaswamy).

The proliferation of internet access via smart gadgets or mobile phones allows consumers to make decisions online while also increasing productivity. Business providers must ensure that each and every consumer is valued by providing smooth services and a variety of safe payment choices (Dasu & Chase, 2010). In India, e-commerce and mobile commerce are set to expand in terms of revenue and geographic reach. To determine the research's outcome, a T-test was used. All of the claims were judged to be significant because the significant values for all of them were less than 0.05.

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