

## **A Study on Effectiveness of Online Shopping Through M-Commerce in Chennai City**

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### **ABSTRACT**

*The study focused effectiveness of online shopping through M-commerce. The present study is mainly descriptive research focusing on the effectiveness of respondents towards online shopping through M-Commerce, research design is the plan, structure, and strategy of investigation with an objective of obtaining answers or solution for the research question. It shows that despite the many limitations mobile devices have, it is worthwhile considering developing them. Mobile commerce may become the key driving force for developing mobile applications, just as electronic commerce catalysed the development of Web applications.*

**Key words:** *Access convenience, online shopping, m-commerce, effectiveness,*

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### **I. INTRODUCTION**

Nowadays, people are rapidly using various online platforms for online shopping. Purchasing products online allows customers to purchase services and products anytime, anywhere. By purchasing products online, consumers can reduce the time and effort required for shopping and save money when purchasing products online. The development of m-commerce has given rise to several online shopping portals in various forms such as e-commerce and m-commerce. Today, customers are switching from regular shopping to online sites such as Amazon.com and ebay.com for more discounts and shopping convenience. However, whether it is mobile shopping or web shopping, it is important to identify why customers visit your online store. m-commerce is the buying and selling of goods and services through wireless handheld devices such as smartphones and tablets

### **II. REVIEW OF LITERATURE**

Studies suggest that acceptance of mobile platform for shopping is determined by the cost and convenience it transmits (Ström et al., 2014; Voropanova, 2015). TAM turned into tailored to apprehend advantages and threat perceptions toward cellular buying. Elements like ease-of-use, usefulness and convenience that have been relevant in explaining online purchasing behaviour (Davis, 1989; Monsuwé et al., 2004; Ahn et al., 2004; Davis et al., 2008; Gong et al., 2012; Wu et al., 2011; Udo et al., 2012) will be applied to understand recognition of mobile apps for purchasing. In addition, enjoyment, pride and utilitarian (UT) price have been important antecedents to online buy behaviour (Wolfenbarger and Gilly, 2001; Fiore et al., 2003; Vazquez and Xu, 2009; Fiore and Kim, 2007). Considering mobile apps offered an opportunity for exploration and entertainment, shopping reasons for the mobile platform need to combine hedonic and UT values. Research posits that consumer motivations and attitudes toward on-line buying vary throughout cultures (Al-Maghrabi et al., 2011; Bonera, 2011; Pandey and Chawla, 2014) and identical can be relevant for buying using cell apps.

Existing studies have empirically investigated the adoption of m-trade offerings consisting of mobile payments, mobile records offerings, cell chat services and mobile shopping (Faqih and Jaradat, 2015; Wu and Wang, 2005; Chen, 2008; Nysveen et al., 2005, 2015; Qi et al., 2009; Girija and Sharma, 2018). A few different studies on m-trade have targeted on distinctive motivations toward the usage of m-commerce together with UT and hedonic motivation (HM) (Yang, 2010; Li et al., 2013; Yang and Kim, 2012). Research have also revealed the function of social and cultural elements, demographics, instantaneous connectivity and shopping styles on mobile purchasing behaviour (Vaghjiani, 2012; Crabbe et al., 2009; Bigne et al., 2005; Nysveen et al., 2005, 2015). But, restrained studies has examined the applicability of TAM and shopping motivation in the context of cellular purchasing apps in an emerging economy.

### **III. AIM OF THE STUDY.**

The Aim of the study the effectiveness of online shopping through m-commerce, When marketers get to know the factors affecting online consumers buyer's gets also it produce huge occasion for the marketers to develop the marketing strategies consequently and turn the implicit guests into factual one and retain the exiting buyers.

### 3.1 STATEMENT OF THE PROBLEMS

Problems Customers Face While Shopping Online through m-commerce:

Product Quality, Logistics are a mess, Delivery Time Is Not Clear, Payment Preferences Are Limited, Payment evidence missing, The trouble with retired costs, Unclear Website programs. The online request is dominated by implicit guests both at the domestic and foreign position. There's chance for the guests to lose their interest and their strength being affected because of Consumer towards Online Shopping and the consequential exposure. So, thus it is necessary to study the problem of the online guests.

### 3.2 OBJECTIVES OF THE STUDY

1. To study the effectiveness of Online Shopping through m-commerce.
2. To identify the frequency purchasing product by the respondents.
3. To find out the most comfortable factors which effects on the respondents shopping decision.

### 3.3 HYPOTHESES OF THE STUDY

**H<sub>0</sub>:** The relationship between Age factor and often to purchase of product through m-commerce

**H<sub>0</sub>:** The relationship between income and frequently purchase through m-commerce.

## IV. RESEARCH METHODOLOGY

The present study is mainly descriptive research towards an effectiveness of online shopping through M-commerce. This study helps in better understanding about the factors affecting the behavior of the respondent's and making specific suggestions to the mobile shopping app companies in attracting customers. It is quite difficult to have representative sample of large population of the city. However, considering the time, cost, and convenience a sample of 100 respondents were selected who do online shopping through mobile Apps individually. Primary data was collected from the respondents in Chennai City through the scheduled questionnaires.

### 4.1 FRAMEWORK ANALYSIS

This lookup is based totally on predominant facts which have been accumulated from the effectiveness of online purchasing thru m-commerce questionnaire. Secondary records are additionally utilized, which had been accrued from posted supply like books, journals, magazines, annual report. The records amassed from each the sources are scrutinized, edited, and tabulated. The information has been analysed the usage of statistical package for social sciences (IBM-SPSS). The following statistical equipment are used in the study. Measures of central tendency and measures of dispersion, One-way ANOVA analysis of variance, Frequency analysis, T-test, and Chi-square analysis

## V. LIMITATION OF THE STUDY.

The look at is constrained to Chennai town and therefore the conclusion cannot be comprehensive to the complete universe. the realization can be relevant most effective to the effectiveness of online purchasing towards Chennai city and now not for different offline clients. The small pattern size of 100 is the primary drawback to the study. information is amassed through the questionnaire; the researcher took proper care whether the provided data is not fallacious.

## VI. DATA ANALYSIS AND INTERPRETATION

**Table -1 Demographic detail of Respondents**

Measure	Frequency	Percentage
<b>Gender</b>		
Male	18	18.00%
Female	82	82.00%
<b>Age-Year</b>		
18-25	23	23.00%
25-35	33	33.00%
35-50	31	31.00%
Above 50	03	03.00%
<b>Educational qualification</b>		
HSC	03	03.00%
UG	29	29.00%
PG	44	44.00%

Others	24	24.00%
<b>Income -Monthly</b>		
Below 15000	56	56.00%
15000-35000	29	29.00%
35000-50000	09	09.00%
Above 50000	06	06.00%

**INTERPRETATION:** From the total 100 participants, this sample represent a 18% male and 82% females. the highest participation of the study comes from the age 25-35 years old which represent 33% of the sample size. The smallest participation comes from the age group above 50 years old which represent 3 % from the total sample size. The highest educational qualification comes from the group PG 44%. The smallest participation comes from the HSC 29%. The income of this sample is medium from 15000 to 35000 per month. Sample of the study illustrated in Table 1.

**Table 2**  
**Descriptive**

Income level of the respondents

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Once in months	46	1.5217	.80937	.11933	1.2814	1.7621	1.00	4.00
Twice in a month	17	1.8235	.72761	.17647	1.4494	2.1976	1.00	3.00
More than 5 times in a month	6	2.0000	1.09545	.44721	.8504	3.1496	1.00	3.00
Occasionally	22	1.4091	.73414	.15652	1.0836	1.7346	1.00	3.00
Never	9	2.3333	1.32288	.44096	1.3165	3.3502	1.00	4.00
Total	100	1.6500	.88048	.08805	1.4753	1.8247	1.00	4.00

Onaway

**Tests of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.
Income level of the respondents	Based on Mean	3.200	4	95	.016
	Based on Median	1.619	4	95	.176
	Based on Median and with adjusted df	1.619	4	83.922	.177
	Based on trimmed mean	2.984	4	95	.023

ANOVA

Income level of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.483	4	1.871	2.566	.043
Within Groups	69.267	95	.729		
Total	76.750	99			

**ANOVA Effect Sizes**

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Income level of the respondents	Eta-squared	.097	.000	.189
	Epsilon-squared	.059	-.042	.155
	Omega-squared Fixed-effect	.059	-.042	.154
	Omega-squared Random-effect	.015	-.010	.043

- a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.
- b. Negative but less biased estimates are retained, not rounded to zero.

**Robust Tests of Equality of Means**

Income level of the respondents

	Statistic	df1	df2	Sig.
Welch	1.620	4	21.325	.206
Brown-Forsythe	1.902	4	26.022	.140

- a. Asymptotically F distributed.

**INTERPRETATION:**

The above table are exposed with the level of Income with frequently purchased response through m-commerce our F-value is 2.566, our significance value is 0.043. There is a significant different between the two groups (the significance is less than .05). Therefore, we can say that there is no significant different between income level and frequently purchased products through m-commerce.

**Table 3  
T-Test**

		Paired Samples Statistics		Std. Deviation	Std. Error Mean
		Mean	N		
Pair 1	Age of the respondent	2.2400	100	.84232	.08423
	Often to purchase through online	1.46	100	.658	.066

**Paired Samples Correlations**

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Age of the respondent & Often to purchase through online	100	-.110	.138	.275

**Paired Samples Test**

		Paired Differences					Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Age of the respondent - Often to purchase through online	.78000	1.12439	.11244	.55690	1.00310	6.937	99	<.001	<.001

**Paired Samples Effect Sizes**

	Standardiser	Point Estimate	95% Confidence Interval
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				Lower	Upper
Pair 1	Age of the respondent - Often to purchase through online	Cohen's d	1.12439	.694	.474
		Hedges' correction	1.13299	.688	.470

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

### INTERPRETATION:

From the first table, we can see that the mean Age of the respondents in our sample is 2.2400; While the mean often to purchase through online 1.46 a difference of 0.78. To test whether this is a statistically significant difference, we need to refer to the third table and to the 'p' value and confidence interval. While there are two 'p' values listed in the third label (the one-sided 'p' and Two-sided 'p'), the standard are to use in the 'two-sided 'p' value as this is used to test for a difference in either direction. Since  $p > .05$  (in fact  $p = .275$ ) and since the 95% confidence interval for the difference between the Age and often purchase not includes Zero (95% CI (.556, 1.003)). We can accept the null hypothesis and conclude that the Age of the respondents and that the often to purchase significantly higher than the Age of the response, we conclude alternative hypothesis rejected.

### VII. CONCLUSION

This study aims to determine whether there are any statistically significant differences in mean values related to online shopping and m-shopping. SPSS was used to analyse the data from 100 individuals. The examination of the data revealed that, in terms of search convenience, access convenience, and service recovery convenience, respondents felt more at ease utilising m-commerce than online buying. Yet, this study discovers that there is no discernible relationship between age and the frequency of m-commerce purchases. According to a different study, the relationship between income and purchasing frequency is significant. Future research could examine the differences between m-commerce and e-shopping in terms of trust and risk, as well as other elements that were not included by this study.

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