STUDY ON INFLUENCE OF MOBILE TECHNOLOGY WITH RESPECT TO ONLINE SHOPPING IN INDIAN CONTEXT

*ABHILASH MISHRA[1], RABI NARAYAN SUBUDHI[2],

[1]Research Scholar, School of Management, KIIT University, Bhubaneswar, India

1681064@ksom.ac.in

[2]Senior Professor, School of Management, KIIT University, Bhubaneswar, India

rabisubudhi@gmail.com

https://orcid.org/0000-0002-9502-2098

Abstract

Online shopping refers to purchase of a product or service at website with the help of an internet browser. Mobile technology has become an essence of online shopping. With the availability of 5G services by telecom operators' people can shop online from across the globe as and when they fell like. The study focuses on the influence of mobile technologies on online shopping with respect to Indian context. The study further highlights how there are a shift in online shopping from websites to mobile apps by the introduction of various mobile technologies.

Keywords: Online Shopping, Mobile technology, M-commerce, Artificial Intelligence, Augmented Reality, Digitalization, Mobile Wallets

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1. **Introduction:**

Online Shopping is growing at a very rapid stage and it would continue to make a significant growth in future. Keeping this in mind modern day retailers should focus on the specific attributes which would help them stay ahead of competitors. Such is the cut throat competition that modern day retailers are not only making their presence at online websites but extending their reach to physical stores. There has been a drastic change in the way people used to shop. With the access of 5G services even to rural places people are using mobile phones as a convenience to shop as and when required even on the go.

Today's consumer has a plethora of products to choose from, make comparisons online and then make the purchase. With the accessibility of internet people can shop as and when required with just a click. It is really essential for an online retailer to not only focus on developing a user friendly websites but also equally reliable mobile app so as to cope up with the changing customer trends. Hence understanding the change in buying behavior because of influence of various mobile technologies is of paramount importance.

2. **Literature Review:**

There has been may research undertaken in the field of online and offline buying which has been listed as follows. Bagga & Bhatt, (2013) identified the various internal and external factors that influence the way online consumer behave. Here the internal factors refer to the motivation coming from inside whereas the external factors refers to outside factors such as social media marketing done by the retailer. The factors were website attributes, online advertising, enjoyment needs, convenience, reliability concerns, social communication and information search. Gatautis et al., (2014) tried to examine the key controllable factors of consumer behaviour. It was found out there were various factors which created a difference for sales in online environment as compared to sales in offline environment which can be categorized as psychological, cultural, social, situational and marketing. The study further identified that there were two groups of controllable factors that impacts two stages of online consumer behaviour which is intention and adoption. See-To et al., (2014) investigated the consumer attitude towards payment methods (debit card, credit card, cash, mobile wallets etc.) which is being considered as one of the most important factor in completion of online transaction. In case of online or offline transaction payment option is considered to be one of the most significant factor in not abandoning a

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purchase transaction. Shen et al., (2016) examined how addition of offline channels effect online customers. The study predicted how the attributes of offline channels influences the consumer intention to switch to offline channels which in turn leads to an increase in demand of online channel. The findings of the research were offline channel extension motivated online consumers to purchase highly utilitarian products which was not the case for hedonic products. Vora, (2018) focused on the psychographic profile of consumers and the attributes that had an impact on th way consumers behave towards online and offline shopping. The factors that were taken into account were convenience, variety, price comparison, buying old products at fewer prices, discreet purchases. It was found out from the study that in case of online shopping the factors which influences the most were convenience, variety, price comparison, buying of old products at less price while in case of offline shopping better prices was the most influential factor.

3. Research Gaps:

Most of the researches have focused on online buying attributes individually with a very few studies on offline buying and making a comparative study among them. Existing literature have largely focused on "online shopping intention" and "online satisfaction" with respect to online shopping with few other studies related to customer loyalty, demographic factors and customer repurchase intention. There has been hardly any research that has explored the influence of mobile technology in online shopping with respect to Indian context. This research tries to understand of psychology of Indian buyers which may help new start ups and existing business entities to gain a insight regarding consumers taste and preferences.

4. Research Objectives:

- To find out whether people are shopping more from mobile apps or websites.
- To examine whether people are shopping from mobile apps websites from majorly four online store- Amazon, Flipkart, Snapdeal and Myntra.

5. Methodology:

It was a structured questionnaire based quantitative research. The data collected was primary through online and offline survey. The sample size was taken as 401. Validity and reliability tests were also conducted for the data. The data was collected from August 2021 to June 2022. Convenience sampling was used with an added effect of snowball sampling.

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6. Findings:

Most preferred mode of online shopping

Respondents were given option to give their preference mode of online shopping whether they shop through mobile phone, through laptop/desktop or through both the modes. Their responses were recorded as follows:

Table 1: Most preferred mode of online shopping

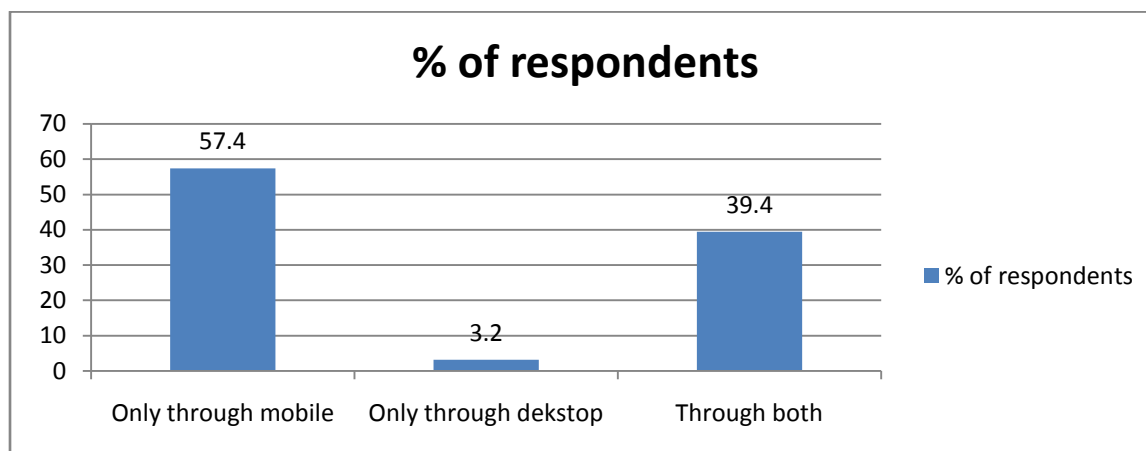| Most Preferred mode of online shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Only Through mobile phones	230	57.4	57.4	57.4
	Only Through laptops/desktop/tablet	13	3.2	3.2	60.6
	Through both the modes (mobile and laptop)	158	39.4	39.4	100.0
	Total	**401**	**100.0**	**100.0**	

Fig 1: Most preferred mode of online shopping

As seen in figure, 57% of respondents prefer to shop online using their mobile phones. This depicts the changing trends in which people are shopping online. Only 3% of the respondents shop online using laptops/desktops/tablet. Around 40% respondents shop online using both the modes.

Preferred Medium of shopping online

Here respondents were given options to choose from four different online stores so as to find out their online shopping habits and preference

Table 2: Preferred Medium of shopping online

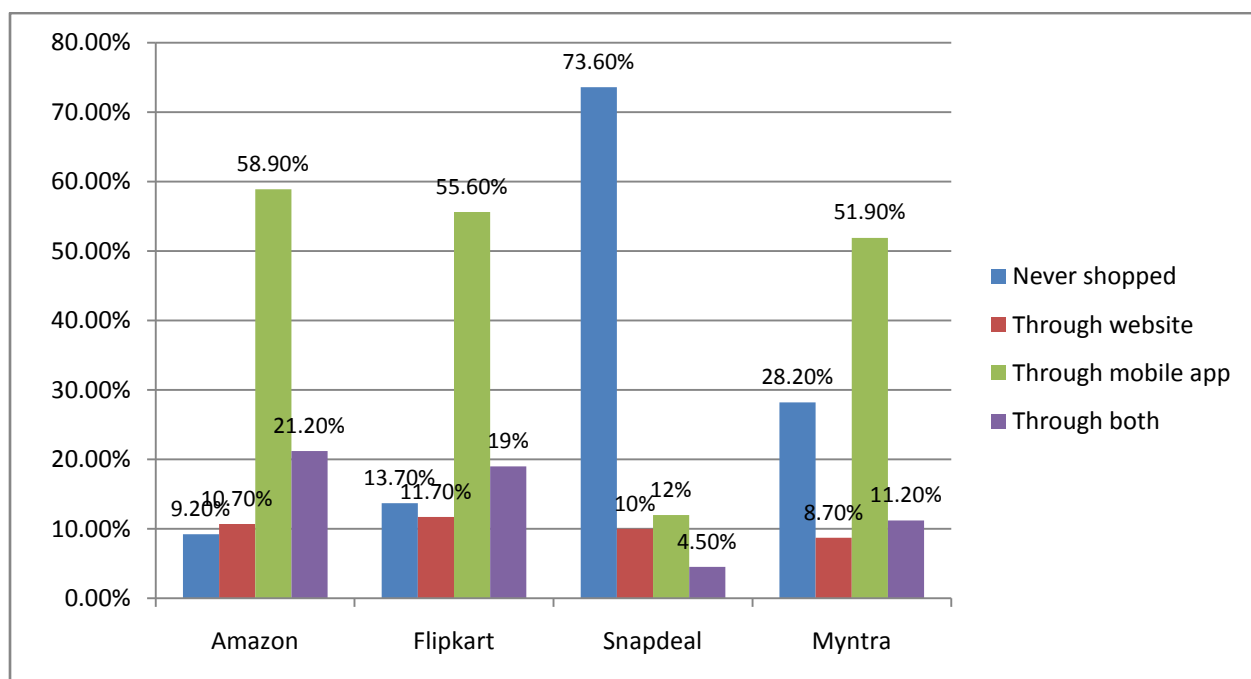| Online shopping store	Never shopped from this website	Through Website only	Through Mobile app only	Through both website and apps
Amazon	9.2%	10.7%	58.9%	21.2%
Flipkart	13.7%	11.7%	55.6%	19%
Snapdeal	73.6%	10%	12%	4.5%
Myntra	28.2%	8.7%	51.9%	11.2%

Fig 2: Preferred Medium of Shopping Online

From the above table it can be inferred that majority of the respondents are shopping online through mobile apps only which reflects the changing trends of online buying with easy availability of internet. We can see that very few respondents have preferred to shop online through websites only. It can also be seen that Amazon, Flipkart are the most preferred online store as majority of respondents have done their online shopping through it. Around 74% of the

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surveyed people haven't shopped from Snapdeal. It may be because of the availability of products, quality or website/app layout.

7. Conclusion:

As online shopping is not limited to adults but it has extended its reach to teenagers and young kids. It can be found out that there is a paradigm shift in online shopping from websites to mobile apps as people are shopping more from it. It may be because of affordability of internet services, internet penetration to urban as well as rural areas and smart phones availability at a cheaper price. Hence retailers and brick and mortar stores should make efficient use of this latest mobile technology and create distinctive strategy so as to survive the cut throat compettion.

8. Limitations:

The study is confined to two cities of coastal Odisha that is Bhubaneswar and Khordha. There is a scope for extending the study to other states and abroad also. The sample size taken for our study may be a small representative of the population as study is limited to coastal places. There may be significant cultural differences if the research is carried on in other places. There may be other important factors which might be influencing psychology of Indian buyers which can be explored by future researchers.

9. Future Implications:

It is very much important for newly start up business entities as well as existing businesses to understand the psychology of Indian buyers. India is place with diverse culture and traditions which vary across states. So this study will help future researchers, academicians and business entities to gain a thorough understanding regarding buyer's psychology with respect to both online and offline buying. It depicts the change in buyer's psychology post covid. This will help online and traditional brick and mortar stores to create a distinctive strategy so as to stay ahead of their competitors and deliver products and services as per consumer needs and preferences. Mobile technology which has a influence on online shopping can be artificial intelligence, location based technology, augmented reality, syncing wearable technology with mobile devices, revenue from mobile applications such as play store and app store, mobile devices syncing with home appliances, enhanced mobile security, increased digital payments and many more.

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