



AN OVERVIEW OF NET BANKING

Dr.M.R.PREMA



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FACTORS INFLUENCING BUYING BEHAVIOUR IN M. COMMERCE IN KOLLAM DISTRICT OF KERALA

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ABSTRACT

M-commerce is an any direct or indirect transaction conducted and facilitated through a wireless telecommunication network. There are currently 1.67 million M-commerce users worldwide in 2008 and the segment is expected to grow to 3.45 billion by 2022. This research explores how are influenced to adopt the M-commerce. M-commerce empirical data from regression analyses reflect consumer perceived usefulness influence attitude towards using M-commerce. The study mainly based on both primary and secondary data. The sample size was fixed at 150. The main objective of the study is factors that influencing mobile shopping in the study area.

Key Words: Factor Influencing, Buying Behaviour and M-Commerce

1. INTRODUCTION:

Buying behaviour of consumers in India is changing and education, age, income, economic, scenario, media and technology is playing a predominant role in shaping the way people shop. Indian consumer today is more educated, M-Commerce becomes distinguished in Indian people quickly during few years. M-Commerce is a type of E-Commerce conducted through mobile devices such as mobile commerce personal digital assistants and other

limitations in conducting mobile commerce. It is a subject of electronic commerce. In E-commerce online actions of system acts as an intermediary between the buyer and seller whereas mobile commerce is more than personalised and is idea for the location of based service. The influencing adoption has a great impact on business services and applications. The customer needs and wants for better service quality, greater flexibility and privacy and higher speed data capabilities.

4. SCOPE OF THE STUDY:

Indian market is already leading Asia in M-Commerce, even large through part of phone users are not even aware of the capabilities. The influencing many creativity minds there that I doubt it will be too long before viable solutions emerge and help this market realize its huge potential. The study also influencing the adoption of the customers while using mobile commerce.

5. NEED FOR THE STUDY:

Mobile commerce has been the latest topic for today business organization have been restlessly evaluating the revenue potential of the M-Commerce market and developing business models to exploit the huge profit potential of this new market. So the main purpose of this paper is to provide a description about mobile wireless technologies.

11. CONCLUSION:

There has been a tremendous growth in M-commerce in India. The M-commerce in India is bright future and there is no downward trend but only upward trend. M-commerce is not only at national market but also at global market. Its creates new opportunities for education, business, academics so to take the benefit of the opportunities it is necessary that the issues and the problems should be studied and steps should be taken to resolve them. This identified that most of the people prefer M-Commerce and were most satisfied about all the aspect of the M-Commerce. It is clear from our study that the mobile commerce has occupied a dominant place in the Kollam District mobile market. The study concluded that the customer satisfaction of M-Commerce in Kollam District was satisfied one. It has bright future in the area.

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