

AN EMPIRICAL INVESTIGATION OF THE FACTORS INFLUENCING THE CONSUMER BEHAVIOR TOWARDS MOBILE APPS

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ABSTRACT

In today's way of life, the technology advancement in knowledge and part of mobile apps have become significant. The market for mobile apps has had phenomenal growth, and it is becoming a common tool. According to experts, a single connect might allow them to establish a direct connection with clients. This study investigates the risk factors that have an impact on consumers' use of mobile applications, as well as the variables influencing consumer behavior in relation to app categorization. The Data was obtained from 281 respondents using the convenience sampling approach. The information was gathered using a survey approach and a questionnaire was meant to gauge customer interest in utilising mobile apps. The data collected was analyzed using SPSS to obtain results while Correlation and ANOVA was used for the analysis.

Keywords: Mobile App, Digital Consumer Behavior, App Market.

Introduction

Industry experts project that by 2015, sales from mobile apps would reach \$38 billion (Bilton, 2011). Technology existed before to the creation of the Apple app store, and global companies are now using it to improve customer connections (Yang, 2013). Mobile applications consume wedged consumers' routines more than the historical the minority centuries Kim, et al (2013) and Yang (2013), Custom mobile applications are used by customers in a variety of situations and for a variety of tasks – such as purchasing things, finding locations, reviewing offers, and participating in tournaments – to improve and simplify their everyday lives. The attention to detail is also maintained via Artificial Intelligence Bellman et al, (2011) because the customer interacts with the brand when using mobile applications, they become the main blocks of advertising. The creation of unique brand experiences to engage customers in a more effective manner is one of the primary potential that mobile applications can bring (Kim, et al., 2013).

Literature Review

The adoption or non-adoption of mobile applications, as well as the elements that influence it, can be better understood considering the speculative models given in the previous inquiry line. The TAM (technology acceptance model) presented by Davis (1989) to be more specific,

perceived usefulness and perceived ease of use as two key antecedents for using advanced technology. Perceived utility was strongly influenced by perceived ease of usage (Aboelimged & Gebba, 2013) In a study on customer satisfaction with Internet banking, perceived utility emerged as a more relevant predictive variable than perceived convenience. Mobile applications are adept at catering to nearly each and every activity of an individual's life and revolutionising many aspects of society in this new-fangled era of smartphones (Hsiao, Shu, and Huang 2017). Manifold pieces of training prove that there is a straight correspondence between operation use and guests' conduct – the more witching the operation, the further clients will devote (Science Daily, 2020).

Mobile operations (apps) continue to produce. The non - fiction on mobile applications is amassing sideways regarding this evolution, also the aqueducts of exploration are drastically varying and fractured. An elaborating and concise assessment is required to assist researchers and interpreters in understanding (a) the demise of existing

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mobile applications and (b) consumer provocations, stations, and attitudes regarding mobile apps. They were then assessed using a systematic review technique that included an interpretation-based assessment of the study methodology and major results. For directorial and scholarly counteraccusations, unborn exploration directions are also proposed. The post-adoption phase includes all client actions after relinquishment and ongoing app operations, like stickiness — i.e., the interest which engage userstowards the app and the frequency with which it is used (Racherla, Furner and Babb 2012). Consumer in mobile settings is decreasingly important, as consumers use mobile bias more constantly. This is particularly intriguing in shopping surroundings. Regulars prefer to stick to their regular service wage-earner until they have no compelling reason to go for alternative (Kuo et al., 2013). Customers who are accustomed to a certain consuming pattern may not be inspired to look for alternatives (Cheng et al., 2011). Hence, this research suggests that inactivity is supposed to be dangerous limiting influence affecting customers with intent.

Mobile shopping refers to marketable happenings led by consumers completing the practice of transportable plans and itinerant net (Ko et al., 2009). Customers may not be encouraged to look for alternatives since they are accustomed to a certain consumption pattern (Cheng et al., 2011). Thus, inertia is a significant deterrent factor impacting customers' switching intentions. Mobile phones fear a loss of support owing to the lack of a physical card, and they are typically resistive to entrenched apps, according to this study. When customers do not switch, they may be dissatisfied with the service provided by the company's brand relationship. In response to shifts in mobile services, businesses have been working to develop new marketing, advertising, and promotion strategies (Heo & Kim, 2016). Smartphone applications are end-to-end software programmes that lubricate negotiations, promote a certain product, and run on specific operating systems (Dube & Helkkula, 2015). Because it offers both a class card called "Starbucks card" and a mobile application app called "Starbucks," Starbucks has remained secondary as an exploring environment (Hyeuk, 2016)

Position-specific, wireless, and moveable dispatches are provided by mobile media (Kim et al., 2015). In terms of offering druggists the capability, location-grounded services employ position technology, such as the global positioning system, to provide value-added services (Xu et al., 2009). Locatability refers to the finest information and amenities that druggists may get based on their location (Zhou, 2013).

Research Objectives

1. To explore about the mobile apps and their categories.
2. To determine the factors affecting consumer behavior in mobile apps.
3. To access the risk factors associated in influencing the consumer behaviour.
4. To analyze the relationship among the variables of influence.

Research Methodology

A quantitative survey was designed consisting of 21 questions. It was divided into three sections as listed below: Demographics Profile of the respondents, various categories of Mobile applications and factors affecting consumer behavior in mobile apps. The exploration and implementation were piloted on an undersized sample of students and a few minor revisions were made. Later the survey was administered using the online survey tool. A Survey link is given to the students through Whatsapp link, google forms and mail. Proportionate stratified sampling was used in the research, and a sample of 281 participants were collected.

Findings and Discussion

The sample consisted of more males (53 percent) than female participants (47 percent) as the number of male workers is greater than female participants. The age of the respondents ranged above 18.

Table 1
Demographic Profile of the Respondent

S. No	Variable	Classification	Frequency	
1	Gender	Male	149	53%
		Female	132	47%
2	Age	18-20	76	27%
		21-24	84	30%
		Above 25	121	43%
3	Designation	UG Students	76	27%
		PG Students	84	30%
		Academicians	121	43%
4	Marital Status	Married	101	36%
		Unmarried	180	64%
5	Area of Residency	Urban	147	52%
		Rural	134	48%
6	Level of Usage of SocialMedia app	Whatspps	91	32%
		Instagram	36	13%
		Facebook	91	32%
		LinkedIn	41	15%
		Twitter	22	8%

Hypothesis: There is no significant difference between the Risk of using mobile apps and the designation of the respondents. Various factors are discussed among the respondents for risk of using mobile apps. The risk factors include Purchase Intention, Sharing Intention, Perceived Risk, Post Purchase, Convenience Risk and Consumer Perception.

Table 2
Difference between Risk factors and designation of the respondents ANOVA

	F	Sig
Purchase Intention	7.612	0.001
Sharing Intention	3.561	0.03
Perceived Risk	47.136	0
Post Purchase	0.616	0.541
Convenience Risk	47.136	0
Consumer Perception	6.012	0.003

*Significant at 0.05% level

Interpretation

From the above table, it is interpreted that among all the factors relating to that of using mobile apps, Purchase intention, Sharing intention, Actual use behavior, Post-purchase evaluation by the marketer, Convenience Risk,

Consumer Perception are all significant value less than the “P” value. Post-Purchase’s significant value is greater than the “P” value

Hypothesis: There is no correlation between Gender and Various category of mobile apps

Table 3
Correlation between the Gender and Various category of mobile apps

	G	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
G	1										
C1	-.210**	1									
C2	-.018	.383**	1								
C3	0.091	-.013	0.034	1							
C4	-.416**	0.036	.314**	.263**	1						
C5	.154**	.254**	.431**	-.011	0.113	1					
C6	-.219**	-.025	.340**	.247**	.714**	.393**	1				
C7	-.532**	0.08	.193**	.589**	.601**	-.162**	.389**	1			
C8	.301**	0.018	-.079	-.283**	-.218**	.462**	-.125*	-.457**	1		
C9	-.141*	0.037	.270**	.657**	.355**	-.0115	.264**	.763**	-.329**	1	
C10	0.007	0.002	.136*	-.228**	0.026	.640**	0.104	-.122*	.360**	-.232**	1

N = 281

*significant at 0.05% level

Gender- G, Weather- C1, Social Networking – C2, News – C3, Banking/ Finance – C4, Dining/ Restaurant – C5, Sports– C6, Video/ Movies– C7, Travel– C8, Lifestyle/ Health– C9, Household/ Personal Care - C10

Interpretation

There is significant relationship between Gender and the Various category of using mobile apps represented Weather, Social Networking, News, Banking/ Finance, Dining/Restaurant, Sports, Video/ Movies, Travel, Lifestyle/ Health, Household/ Personal Care. But few categories like News, Dining/Restaurant, Travel and Personal care show positive relationship and categories like Weather, Social Networking, Banking/Finance, Sports, Video/Movies and Lifestyle/Health show negative relationship.

Suggestions

This Paper discusses about the demographic factors which influence the consumer behaviour in the segment of mobile apps. Mobile phones became a part of our life and are also essential to be a part of social society nowadays. All the facilities are provided by the mobile apps which previously was provided by websites. Therefore, enhanced features are provided by mobile apps with advanced technology. From the frequency table, the data of the

respondents were tabulated for better understanding and the level of usage of social media apps is taken as a sample to elaborate the study. The category of social media proves that a consumer uses more than one social media app. From the Anova table, it is determined that various risk factors like Purchase Intention, Sharing Intention, Perceived Risk, Post Purchase, Convenience Risk and Consumer Perception are having different significance with respect to demographic groups. Then the correlation table leads to the decision that gender does have a very little impact on the category usage of mobile apps.

Conclusion

Mobile apps have become a popular medium to share and promote all business activities which is prominent in making digital business a huge success. So, there is a need to understand the factors and risk associated with the mobile apps. This paper focused on the demographic factors influencing the consumer behaviour in the context of mobile apps, which is proved to have an impact. All booming mobile trends such as AR, AI, IoT, etc appears to take the mobile apps to next level where mobile app could achieve a better usage. So there is a need to understand the factors and risk associated with the mobile apps.

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