

# "STUDY OF POPULARITY OF 'NOKIA-AIRTEL NETWORK' AND 'CUSTOMER PREFERENCE AND SATISFACTION' TOWARDS M-COM IN SOUTH BANGALORE CITY OF KARNATAKA STATE."

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ABSTRACT

Vibrant Business Scenario of the Indian economy is growing at a faster rate thanks to liberalization and privatization. Every Business Entity is competing with each other in order to maximize their process every Business concern is compelled to cope up with financial pressure customer loyalty. Competition is not only with prices of any products, but also with accessibility to customer with in back drop M-Commerce gives raises to a new platform to Business concerns to approach the customer Preferential Products to consumer satisfaction.

Communication has been playing a important role in man's life from time immemorial invention of television, telephone and computer made a tremendous in the world.

Leonard Kleinrock in 1996, one of the Founding Fathers of the Internet, presented his vision to transact anytime, anywhere through Internet access. Today his predication has come true. We are in the mobile revolution. Mobile phones are now poised to overtake more traditional information access devices like desktop and laptop PCs as the dominant platform for Internet information access in many markets. The number of mobile phone subscribers worldwide is increasing like fire. Now people think of mobile as one of the most convenient transaction any time. Recent evidence also suggests that Mobile Internet usage is increasing year after year.

### Meaning of M-Commerce

In broader sense M-Commerce means the delivery of electronic commerce capabilities directly into the customer's hands anywhere, via wireless technology. In short M-Commerce is retail outlet in the customer's pocket.

### Criteria for M-Commerce Services/Products

1. Limited but precise choice.
2. Predictable availability.
3. Does not require lengthy & depth decision making
4. Convenience.

### Purpose of the study

Mobile commerce was originally coined in 1997 to mean "the delivery of electronic commerce capabilities directly into the consumers hand anywhere via wireless technology". M-commerce gives platform to connect the customers globally as well as instantly.

M-commerce is about the explosion of applications and services that are becoming accessible from internet enabled mobile devices. It involves new technologies, services & business models. It is quite unique and easy from traditional E-Commerce.

The Global mobile commerce forum was established in 1997. It includes over 100 organizations and launched on 10th November 1997. Kevin Duffey is the chairman of the GSM Association. It is a group of telecom directors of logical and then of orange, within a year span of time joined the forum.

Many companies formed mobile commerce their own like master card and Motorola. Then later member organizations such as Alcatel and Vodafone began a series of collaboration.

### Driving M-Commerce

- Tremendous growth of consumer use of the Internet & E-Commerce.
- Exponential growth in mobile phone use to become a commodity.
- Introduction of faster data transmission 3G networks which enables the data transfer time.
- Devices incorporating WAP & Java have evolved the business.

into M-Commerce is low for most

of the mobile device id convenience & function.

is user friendly.

transactions.

commerce

transfer; which is known as M-Pesa money from one mobile to another. transfer first initiated by Kenya.

These are kind of transfer where money through networks which could support cash out, unlike traditional ATM. Mobile are specially engineered to connect to platforms & provide bank grade ATM in Hungary, Vodafone allows cash or bank bills of monthly phone bills. Now It is cashly etc.....

#### M-Commerce

Standards : Device operating systems and application development for the mobile is a challenging task, against wired job.

Constraints : Like weak processors, limiting screens, poor resolutions and poor connectivity slows the way of M-Commerce.

In M-Commerce there are difficulties with the mobile due to the lack of WAP enabled devices & slow network.

Normally the network data speeds between 9.6-14.4 kbps are too slow, and fixed too.

Mobile customers shall be well versed with the use of wireless devices.

Mobile device are heavily influences the user's lifestyle. Hence the end user is mlre of mobile of today's generation.

Smartphone's are the commonly used devices, the small screen size is a great challenge for browsing users and graphic users.

#### Objective of the study

To study the new perception of Business through mobile commerce.

To study the competition of various companies to

→ Adoption of product by customer with preference and satisfaction.

→ Services available through M-Commerce.

#### Objective of the study

→ To provide an overview of the fundamentals about mobile and mobile commerce also to examine the services available through M-Commerce.

→ To know the consumer preference and satisfaction and find the impact of customer service parameters on Customer satisfaction.

→ To suggest and Implement new services, expectation and Improvement through M-Commerce.

→ To connect the customer and business globally.

→ To know bases for customer migration from one service provider to another Service provider.

#### Limitations of the study

→ Study is conducted only to analyze the financial competitive pressure on service provider through M-Commerce.

→ Customer preference and satisfaction varies from time to time.

→ The geographical area of the study is restricted to South Bangalore city of Karnataka state.

→ The result of the study is based on the sample survey conducted

#### Scope of the study:

→ To conduct this research the target population was the mobile service users who are in GSM technology users. Respondents are Internet surveys.

→ Geographical area targeted was South Bangalore with sample size of 250 mobile service users.

#### Literature review:

Mobile and its services has become key factors of today's generation. Revolution of commerce to M-commerce will be explained through the research done by various scholars. Mobile commerce gets a new code which insisted in Mumbai major breakthrough in mobile commerce with telecom companies and banks led by national payments corporation of India agreeing on most conditions for launching USSD-based mobile banking. USSD which stands for unstructured supplementary service data is the numerical code (Mayer shetty 2014). Mobile and mobile commerce in India emerging issues

(Dr. Sunil Batra & Dr Neenu Juneja 2013). M-Commerce driving the E-Commerce revolution in India (Manisha Bapna 2013). Ten reasons why mobile commerce in India may get bigger than online commerce (Sugandha Dhawan 2013).

Development of wireless and mobile technologies, Mobile Commerce (M-Commerce) is expected to make substantial impact on the business landscape. The mobile cellular market is the fastest growing telecommunication market in terms of subscriber numbers and popularity in India. (Sita Mishra 2014). Research captures users acceptance behavior towards M-Commerce by applying theory of planned behavior model developed by Ajzen (1991). Result has been indicated with the help of Hypothesis that attitude and perceived behavior control have positive and significant impact on individuals intention while subjective norm has a positive but not significant impact on intention. Further, intention is found to be significantly and positively related with behavior.

A study of adoption behavior of mobile banking services by Indian consumers by Nitin Nayak, Vikas Nath & Nancy Goel, 2014 had discussed about the recent innovations in the telecommunication which has proved to be a boon for the banking sector and its customers. In the article the researcher has briefed about the Mobile Banking, where customers interact with the bank via mobile phones and banks provide them the various services like short message services, fund transfers, account details, issue of cheque book etc. Now we could see that the most of the bankers providing the mobile banking as one of the services. The purpose of the research review paper is to explore the factors that influence the adoption behavior of mobile banking services by Indian consumers. Article has also discusses the various steps that mobile banking providers should take to increase their mobile banking services user's database. Here they have discussed in detail about the Theory of reasoned action, Technology acceptance model, theory of planned behavior, Innovation diffusion theory discuss the five characteristics of innovation and Unified theory of acceptance and use of technology model.

India's largest E-commerce marketplace snapdeal, now gets over half of its sales from mobile based transactions, up from just 5% from the same platform nearly a year ago (Pankaj Mishra 2014). In a statement, snapdeal said that 45% of the transactions seen on mobile now come through the native applications while the remaining 55% come through the mobile site. In the

article the writer also mentioned how it has replied the boom of the mobile commerce at the beginning of the deals, still more to me

#### Research methodology Sources of data

This study is conducted based on primary and secondary data. Primary data collected from the respondents mobile friendly and the secondary data from e-journals, Magazines, Internet, Books. Based on the scope and objective of the study the schedule/Questionnaire is prepared. Response and from the mobile (Customer

The respondents comprises Housewife, Doctors, lawyers, administrators who are used to buy goods through e-commerce (Mobile).

Random sampling method is adopted to get response from the respondent. The sample consists of mobile customers of above profession drawn from the total population of south Karnataka state.

In order to know the Bangalore attitudes & their intention to use M-Commerce was administered through personal interview. On the basis of review of literature the questionnaire for this research was designed and pilot testing was carried out on a sample of 28 postgraduates commerce students. Modifications in terminology of statements were carried out after pilot study.

Data has been gathered through secondary data collection strategies. Information is gathered through the information available with the help of efforts of other researchers collected from published National & International journals and literature is also verified and collected. Company profile and Broachers of various e-commerce Companies and few service providers like BSNL to do comparative study. Information is collected from commercial service office, Internet and news papers.

Primary data is collected based on questionnaire. The questionnaire is designed on the description of mobile commerce and customer behavior so that respondents are informed about the questionnaire used in this research work in two parts. The first part reflected on

Customers name, age, sex, and profession/employment. The questionnaire addressed to the mobile services opted by the customers, related knowledge. The third part of the related to customer satisfaction and the quality of electronic hand sets and provided by the service provider and Similarly the forth part was related on services and quality of services. Given open-end choice to express the expected by them from the service suitable suggestion to improve the provider.

#### Methodology:

Is the process of obtaining the results evaluation by only evaluating with only a purpose of this research 250 mobile surveyed to collect the primary taken from various income group on

#### Respondents

Customers using mobile phone services wives, business man, professors and

#### with Bangalore

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Study  
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area of the study is restricted to  
city of Karnataka state.

- The result of the study is based on the sample survey conducted.
- The results cannot be generalized as the sample size is too small compared to the overall population of South Bangalore city

#### Conclusion:

The Global mobile commerce forum which came to include over 100 organizations and launch in London on 10th November 1997. Kevin Duffey is the elected executive chairman of the GSM Association. It was initiated by the group of telecom directors of logical and virgin mobile and then of orange, within a year span of time 100 companies joined the forum. Many companies formed mobile commerce teams on their own like master card and Motorola are one among them later member organizations such as Nokia, Apple, Alcatel and Vodafone began a series of ties and collaboration. Mobile commerce related services spread rapidly in early 2000. Surprisingly Norway launched mobile parking payments, Australia offered train ticketing through mobile device and Japan offered on mobiles purchases of airline tickets.

Mobile commerce gradually claimed the ladder and explode the potential of mobile market through mobile Iphone manufactures such as Nokia, Motorola, Eriksson & Qualcomm are working which carries AT&T wireless and sprint to develop WAP-enabled Smartphone, which offers fax, e-Mail and phone capabilities. Early 2014, brick and mortar business owners and big-box retailers in particular, have made an effort to take advantage of M-commerce by utilizing a mobile capabilities like location-based services, barcode scanning and push notification to improve the customer experience of shopping in stores.

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Increased role of foreign capital may lead to the possibility of exposing the economy to the vulnerabilities of the global market by way of likely inherit an CEO function is sound balance sheets and financial health of the foreign partners through joint ventures and subsidiary routes Flight of capital outside the country and also endangering the interest of the policy holders. The present global economic scenario, any further hike in FDI at this juncture may not be in the interest of the Indian insurance sector; where by the common man too would not stand to gain through insurance, particularly as a means of social security.

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