E-COMMERCE AND MOBILE ADVERTISING IN RAJASTHAN

Sandeep Kumar[*]

ABSTRACT

Information is necessary for change or development. Without information creation and innovation couldn't possible. Research needs information to reach objectives. Technology plays a vital role in the development of economic sectors. E-Commerce increases and creates different channels for business as well as mobile services and technology also attract consumer towards market in single hand. Customer satisfaction and customer convenience increase in Rajasthan state after getting this technology or services and also beneficial for business sectors. The competitive market gives customer satisfaction but privacy issues also arise parallel. In Rajasthan internet users increases regularly and uses mobile adverting frequently and companies got result effective but few customers dissatisfy by this advertising by irritation. Overall e-commerce and mobile advertising are complementary to each other.

KEYWORDS*: E-commerce, Information Technology, Customer Satisfaction, Mobile Advertising.*

_____

Introduction

The technologies designed to improve commercial transactions using the Internet have evolved as quickly. E-Commerce increases day by day in Rajasthan due to increase subscribers and users of internet. Data plans become economically and had an attractive offer that is why rate of consumer through E-commerce is increasing. E-Commerce is easy, fruitful, flexible and easy to handle to use. Most of the transaction is done by this. But we couldn't reach safe transaction. It's an issue that data of consumers are lost due to a lack of privacy. However, we have not yet achieved an ideal world of painless and secure transactions utilizing the Internet, as unresolved privacy issues of the purchaser have impeded the further development of the technologies (Alberto, Avila, and Violeta-2007). E-commerce is a strong pillar in the multiple trading systems and ability to give benefits and also play important role in the developing economy. The use of internet, tablet devices, and smart phone increase with growing customer satisfaction. It provides easier transaction with social media growing exponentially in recent years, the conversation between businesses and consumers has become more engaging.

Mobile advertising is a way of advertising of any product, company or something else through cell (wireless) phones or other cell phone devices. It is a batch of cell phone marketing. In another form, mobile advertising can be purchased along working with a smart phone Demand Side Platform, in which ad consequence is bought in real-precious time on an Ad exchange. Mobile phone advertising is an increasingly growing sector. With mobile advertising, the retail brands, agencies, and marketers have the opportunity to touch with the consumers or users apart from traditional and digital media straightly on their smart phones. The current study titled "Mobile Advertising in Rajasthan (A study of consumer Attitudes and preferences)" is conducted to explore various aspects of mobile advertising and to know the behavior of consumers towards the mobile advertisement. The inclination and adaptability of mobile advertising among the viewers of Rajasthan are captured with the help of various statistical tools and analysis. The study is primarily based on the primary data and various forms of mobile advertising and its relation and impact with demographic factors are calculated.

---

[*] Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur, Rajasthan, India.

Cell phone marketing generally stated marketing on or with mobile phones/cell phones/smart phones devices. It can comprise any kind of marketing activities & action through mobile whether it is an online purchasing or SMS / message notification for a product or company advertisement.

Benefits of e-Commerce

It can be accessed from anywhere all over the world. The main benefits of e-commerce for customers are as follows:

- Low transaction cost
- Increase the comfort zone in the market
- Easy to use and flexible
- Without requiring infrastructure it can be done easily
- Save time for customer and vendor also
- Quick information for the consumer
- Convenience-All the purchases and sales can be performed from the comfortable sitting.
- Customers can easily switch companies.

E-commerce business providers should give importance to every customer by giving smooth service and many options for payment and have more functions available online. Other benefits are expanded product offerings and expanded geographic reach. But e-commerce business faces a lot of challenges in flourishing their business. Further Research & SCOPE As the study is limited to consumer behavior studies, there are further many grey areas, which can be explored and could not be covered in the presented study because of resource limitation and focus towards selected objectives.

Review Literature

Users are purchasing smart devices which can be handled by hand (Miva-2011). E-commerce could deliver a significant benefit to businesses in developing countries by increasing their control over its place in the supply chain, thus improving its market efficiency (Molla & Heeks, 2007).

Advances in communication technology directly affect marketing tools and methods. M, Alexander. (2007) explain in his paper consumer's intention to opt into SMS Advertising that fast innovations in mobile telephony have easy marketing communication for the marketer and new channel of communication is developed to address the customer. S, Lee. (2007) finds that the younger generation optimally uses mobile devices for various functions. They use SMS, Internet browsing, sending and receiving data in various forms like pictures, videos, and various others. As the mobile becomes a multipurpose tool and the best source of information and entertainment, this becomes the most liked communication device for users. S, Baritucu. (2009) mobile become more suitable conceptually when the marketing is done is direct. In other words, mobile was used as a direct marketing tool. The communication is instant and can be done with the proper target, with anyone and anytime. The communication which is facilitated with the help of mobile communication, they retargeted more accurately and the user availability can be ensured, the information about the user is more correct, the frequency can be more and speed of transmission is also fast.

GSMA (2019) according to a report published by Global System for Mobile Communications approx 5.1 billion users subscribed to the Mobile Communication Services by the end of 2018. The number is 67% of the world population. The number paced up from 2013 and since then 1 billion users subscribed to mobile services. This shows that the annual rate of growth is approx 5%.

Research Methodology

The methodology of the research entails the total of all how the research is conducted. It encompasses the systematic and scientific ways of consuming research. The research is always aimed to achieve and gain some objective associated with it. This objective may be getting a solution to the social or scientific problem, innovation, Analysis, Effect, Impact, the association between a variable and many more. The objective can be achieved with the help of various tools and components which a researcher requires while conducting the study. Before starting the study, the various aspects of the research required to be understood and revised well. A clear understanding of the environment, in which the research shall be conducted, is very helpful in preparing a framework, on which the research is planned to be conducted. This included an understanding of the topic of research, the environment of the arena, in which research is to be conducted, subject and variable of the research. Understanding of the same leads to the framing of the research objective in a clear and concise format.

Research Objectives

- "To identify most responsible factors, which influence the consumer behavior towards mobile advertising".

- 'To identify the factor, which influences mobile advertising relate e-commerce''

Research Design

The research study is always been conducted considering authentic and reliable methods. Research design is a total of statistical tools and techniques along with the framework which is being used to consult the study. The first important aspect of the research design is sample design. This included a clear vision on the population of the study, sample methods, which include rules and conditions, which qualify any member to become a sample, sampling method, which is the way from which the sample is selected from qualified probable samples. The sample size is another aspect of sample design, which is several samples, assumed to be enough to represent the population. The sample design is always framed concerning demographic factors into consideration. When the study has a clear objective of analysis as per the demographic variable, the importance of these variables increased more. Any variable which is assumed to have an association shall be considered while deciding sale design.

Once the sample design is framed, the variable on which the data is required, to test the hypothesis is identified. Depending on the type of data, which may be primary or secondary the method of collection or source is analyzed. The secondary data can be collected from existing literature available and a questionnaire is framed to collect the primary data. Variables on data are required to test the hypothesis are identified and questions are framed to be included in the questionnaire. The collection of data is followed by the application of suitable methods to test the hypothesis, which is followed by acceptance and rejection of the hypothesis and drawing the conclusion for the study. The decision on all steps is taken before the conditioning of the study to make a proper research design.

Sample Design

The sample design consists of various parameters about the samples. Sampling is a very important part of any research study. A sample is a small portion of the population, which represents the population. Most of the time, this is not possible for the researcher to cover the entire population for the study. This may happen because of many reasons and the main reason is a lack of resources. Time and money, skill and knowledge are the few main resources, which are required in the research studies. The sample, which is a proper representation of the population, saves all the resources as all the properties of the population can be ascertained from the sample. The sample design consists of sample size, which is sufficient enough to cover the entire population decently and the way, in which the sample is selected from the population. The way by which the sample is selected from the population is called a sampling technique.

Sampling Technique: Stratified Probabilistic Sampling

The sample design defines the rules-based in which, the samples are selected from the population. In the study, a Probabilistic Sampling Technique is used. This method ensures that each member, who has a mobile telephone, has an equal probability to be selected as a sample. As a study required choosing samples from five different cities of Rajasthan, the potential probabilistic sampling used a simple sampling design named stratified sampling, where-in the population is divided into sub-population called strata, which are individually more homogeneous than the total population. Five strata are created, one for each city and 100 samples are collected from each city.

Sample Size

The size of the sample is a very important consideration. A large number of samples always ensure better results. Simultaneously there are constraining when the total number of populations is unknown or very large to cover. There are ways to ensure an appropriate sample size. The first one is the confidence interval. This is a margin up to which study allows accept the level of error. The second factor in consideration is confidence level, which is the level of confidence of research to be true, within confidence interval and the third part is standard deviation, which represents the expected level of variance in response received from the respondent. The present study is conducted at a confidence interval of +/- 5%. The level of confidence in the study is 95% and the value of α .05%. Which make of Z 1.96, which is standard table value at 95% confidence interval and a standard deviation of 0.5%.

Necessary Sample Size = (Z-score) 2 * StdDev*(1-StdDev) / (margin of error) 2

= ((1.96)2 x .5(.5)) / (.05)2

= (3.8416 x .25) / .0025

= 0.9604 / .0025

= 384.16

= 385 respondents are needed

To make the study more reliable, a total sample size of 500 samples is considered to be appropriate to conduct the study, which is more than the required sample size. 500 equally divided among 5 cities to conduct the study.

Further Research & Scope

As the study is limited to consumer behavior studies, there are further many grey areas, which can be explored and could not be covered in the presented study because of resource limitation and focus towards selected objectives.

- Scope for Mobile advertising as an Interactive Marketing Strategies.
- Comparative study of two different organizations for the Effectiveness of Mobile Advertising.
- Most influencing forms of mobile adverting.
- New Innovative trends and forms of Mobile Advertising in India.
- A Feasibility study of various channels for Implementation of Mobile Advertising strategies in India.
- Usage of Social Media Platforms for Mobile Advertising in India.
- Comparative study of tradition advertising strategies and Mobile Advertising Strategies.
- Comparative study of two different organizations for the Effectiveness of Mobile Advertising.
- Usage of Social Media Platforms for Mobile Advertising in India. Comparative study of tradition advertising strategies and Mobile Advertising Strategies.

Conclusion

Rajasthan is a very big market and has different types of customers. The customer has many concerns like privacy, which may be compromised as customer is in unsure zone, wherein his personal information can be accessed and misused. Safety of bank accounts and card details, which can be traced, hacked or misused, with any type of interaction initiated while using and checking mobile advertising, technical glitches, which include operating and understanding smart phone functions and features, technical knowledge to operate the smart phone optimally. This indicated towards possible gray areas which need to be addressed for sustainable growth of mobile adverting by Rajasthani customer. In concluding part the study highlight privacy of the customer is a critical issue which possible can be a major setback for marketer if not addressed with suitable solutions.

Among all other channels of advertising, Mobile advertising has highest level of technical involvement, which is required, not only at a marketer level but user-level also. This feature makes this more interactive and instant on the parallel side, this works as a major concern for consumer, who is not well versed with technology. The majority of the Rajasthani consumer is young but the adult and mature generation is not very comfortable with smart phone devices. These types of challenges majorly handled at user level and marketer also trying to address them with including features like accessibility features, voice command, language options, big and better visible icons, better user-friendly interface and many others. With the help of technology, the fear of technology will disappear in coming times and hence study conclude that marketer's inclination will increase in adopting mobile advertising a channel of advertisement.

In the business process, some changes are inevitable as the growth is all about doing business better than yesterday. Mobile advertising become one of the changes, which will become inevitable for the majority of the market as time spent on mobile screens by consumer will surpass any other media. Marketers need to sense the same as early as possible and should gradually divert their efforts of advertising towards mobile.

The marketer will also have to understand the wave in a proper direction. The behavioral studies show specific demographic factors which are negatively correlated or associated with the usage of smart phone and technology and hence considering all, steps towards promoting and positioning mobile advertising in these categories are recommended. The factors which influence the users most for using the mobile advertisement are found to be associated with offers and discount which makes study inferred that customer can be converted to sell almost immediately with the help of limited time offer and discount.

References

⇒   Almeida, G. A. A. et al (2007). Promoting ECommerce in Developing Countries. www. diplomacy.edu.

⇒   Bairagi, A. K. (2011). "Utilization of E-Commerce can Change the Auction Culture of

⇒   Bangladesh Especially in Public Sector". IJCIT, Vol. 2(1), pp. 55- 61.

⇒   Bangladesh Association of Software and Information Services. http://www.basis.org.bd/.

⇒   Bhowmik, R. (2012). "The Present E-Commerce Situation In Bangladesh For B2c E-

⇒   Commerce". International Journal of Economic Research, Vol. 3(5), pp.77-91.

⇒   Chavan, J. (2013). "Internet Banking- Benefits and Challenges in an Emerging Economy". International Journal of Research in Business Management, Vol. 1(1), pp. 19-26.

⇒   Clayton, T. et al (2002). Electronic Commerce and Business Change.

⇒   Embassy of Denmark in Bangladesh: The Trade Council (2014): ICT and commerce booming in Bangladesh.

⇒   Hasan, A.H.M., Saidul. et al (2010). "Adoption of Ebanking in Bangladesh: An exploratory study." African Journal of Business Management, Vol. 4(13), pp. 2718-2727. 9. Harris, L. and Spence, L. J. (2002). "The ethics of Banking". Journal of Electronic Commerce Research, Vol. 3(2).

⇒   Laudon, K. C., and Laudon, J. P. (2013). Management Information Systems: Managing the Digital Firm. Twelve Edition. Pearson. Delhi.

⇒   Laudon, K. C., and Traver, C.G. Introduction to E-commerce: business. technology. society. Fifth Edition.

⇒   Miva, M. and Miva, B. (2011). The History of Ecommerce: How Did It All Begin?. http://www. miva.com/blog/the-history-of-ecommerce-how -did it-all-begin.

⇒   Molla, A., and Heeks, R. (2007). "Exploring Ecommerce benefits for businesses in a developing country". The Information Society.

⇒   Nanehkaran, Y. A. (2013). "An Introduction to Electronic Commerce". International Journal of Scientific & Technology Research, Vol. 2(4), pp.190- 193.

⇒   Ohidujjaman, et al (2013). "E-commerce Challenges, Solutions, and Effectiveness Perspective Bangladesh". International Journal of Computer Applications, Vol. 70(9). pp. 9-17.

⇒   Ray, J. S. (2011). "Leveling E-Commerce Opportunities for Developing Countries". SMC University. Swiss Management Centre, Transknowlogy Campus.

⇒   UNCTAD (2015). Information economy report 2005: Unlocking the Potentials of e-commerce for developing countries. United Nations Publication.

⇒   World Trade Organization. "E-commerce in developing countries: Opportunities and challenges for small and medium-sized enterprises".

○○○