

# Factors Influencing Adoption Of Consumers Towards Mobile Apps

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## Abstract

Mobile Apps (MA) technologies has the ability to improve the consumer experience through increased organization knowledge about the preference of those customers and shopping patterns (Evans, 2019). Marketers are increasingly adopting the mobile service delivery channel to suit the expectations of such customers as a result of the rise in smartphone users and their readiness to adopt mobile commerce . Survey responses received online from the consumers of Mobile Apps (MA) has been analyzed using Partial Least squares-structural equation modelling.

## Introduction

The rapid development and growth science and technology has not only created competition in the business world but also has awakend the consumer world.The present day consumers are more sensitive and attentive in the choice of shopping. The present day consumers are not the same few years ago. Therefore it is important and interesting towards the study and to understand the behaviour of consumers as due to change in their tastes, attitude, more vocal. There was never before on the dependency of consumers been so high by business and has become essential for the firms to design and sell products that suite the interest, taste and need of consumers. **Mobile Apps** ( MA) has entered in this juncture to attract the consumer's attention.

Applications for mobile devices, or apps, are becoming more and more common route for service delivery that allows shops to provide consumers a range of goods and services when they're on the road (Garg & Telang,2012).

Consumer behavior is changing as a result of the quick development of mobile technology and the ensuing innovation

in services that stem from it. This includes changes in how customers engage and use channels for service delivery that are always available to them. There are 5.5 billion smartphone users by 2022, reflecting a continuous increase in the number of smartphone users. At the same time, consumers' willingness to engage in mobile commerce, or m-commerce, is growing faster than anticipated.

A significant portion of marketing budgets are being set aside by retailers, in particular, to improve the consumer experience through mobile applications

The phenomena of mobile commerce, or m-commerce, has emerged as a new commercial phenomenon due to the increasing use of mobile devices and the proliferation of mobile technology. The term "m-commerce" describes commercial operations carried out using mobile devices with Internet access. A distinct set of benefits, including instantaneity, ubiquity, localization, customisation, and identity, are provided by m-commerce.

Digital Technology is moving at the heart of the most modern business today. 21st century has seen the emergence of disruptive digital technologies with key characteristics being expanded role of the consumer. Digital age is attracting many people online for communicating and searching with each other. This is the era of Technological disruptions. In the era of Digital age the most common used medium of Marketing is through electronic communication platform. The platform has been used to sell products and services to reach the prospective consumers. The sole purpose of Digital Age is concerned with customers.

Industrial Revolution 4.0 (or) Fourth Industrial Revolution (4IR) is in progress, began with the development of Internet. It is based on digital technology which has increased globalisation.

The Fourth Industrial Revolution is transforming the traditional practices with the digital technology. The major thrust was on the usage of computers, ecosystem with improvement in communication and Tracking

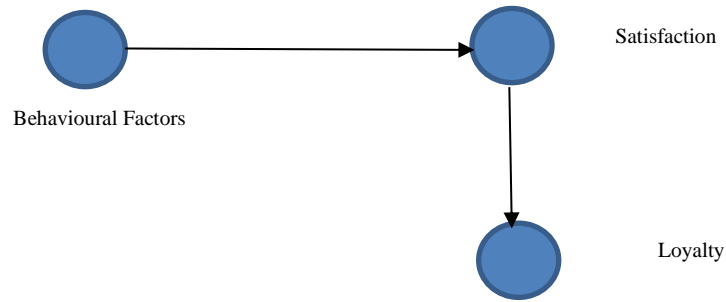
Fourth Industrial Revolution has the opportunity to bring more people into global economy. Provides additional demands for existing products and services, empower connected individuals thereby increasing economic growth

## Review of Literature

The Theoretical foundation in the present study is based on Unified Theory of Acceptance and Use of Technology (UTAUT, Venkatesh et al;2003) is an integration from elements of various models

- Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), It has been proposed in the social psychological setting. The theory has been used broadly to predict & explain wide range of Human behaviours in various domains.
- The Technology Acceptance Model (TAM) (Davis, 1989),It has been designed to predict technology user acceptance and information technology usage behavior.
- The Motivational Model (MM) (Davis, Bagozzi &Warshaw, 1992),Explains behaviour. Constructs being Extrinsic Motivation & Intrinsic Motivation.
- The Theory of Planned behaviour (TPB) (Ajzen, 1991), Perceived behavioural control is an additional determinant of Intention and Behaviours
- The combined TAM and TPB (C-TAM-TPB) (Taylor & Todd, 1995a),The predictors of TPB and perceived usefulness from TAM has been combined to form a hybrid model ( Taylor and Todd 1995a).
- The Model of PC utilization (MPCU) (Triandis, 1977; Thompson, Higgins & Howell, 1991),This model predicts acceptance & usage of Information Technologies by an individual.
- The Innovation Diffusion theory (IDT) (Rogers, 2003; Moore & Benbasat, 1991),Used to study technology acceptance innovations by Individual.
- The Social Cognitive Theory (SCT) (Bandura, 1986; Compeau & Higgins, 1995),Powerful theories of Human behaviour to study acceptance and use of Information Technology

**Framework**



S. No	Construct	Type of variable
1	Behavioural factors	Independent variable
2	Satisfaction	Dependent variable
3	Loyalty	Dependent variable

**Need for the study**

The current investigation has been undertaken towards the consumer behaviour study objectively through demographic parameters with special reference to **Mobile Apps (MA)** which is upcoming and novelty to the consumers. Also an attempt has been made to evaluate the consumer preferences for various products and their motivation towards **Mobile Apps (MA)**. This study tries to bring certain facts which require further investigation.

**Research Gap**

- Most studies have focused on consumer-facing mobile apps (Hoehle, Zhang, & Venkatesh, 2015; Sivakumar & Reddy, 2015) and these studies are not transferable to business context (Paavilainen, 2002).

**Objectives**

H0: There is no significant influence of behavioural factors on satisfaction

H1: There is significant influence of behavioural factors on satisfaction

H0: There is no significant influence of satisfaction on loyalty

H1: There is significant influence of satisfaction on loyalty

## **Materials and Methods**

In order to explore the Consumers Adoption Behaviour towards **Mobile Apps** (MA), descriptive research design is employed by the researcher. Data is collected from users of **Mobile Apps** (MA) through a well- designed questionnaire.

### **Questionnaire Design**

Data is collected from users of **Mobile Apps** (MA) through a well-designed questionnaire. The questionnaire construction for this study is divided into multiple parts. The first part of the questionnaire collects the demographic profile of the respondents. The second part collect **Behavioural factors** , **Satisfaction** and **Loyalty** and the fourth part measures the scaling technique

### **Reliability**

Pilot study has been carried out to confirm the research questionnaire responses are reliable. Questionnaire used in the pilot study has been verified by involving the users of **Mobile Apps** (MA). Required changes in the questionnaire has been done based on the feedback on the users who have participated in the study. The reliability of the variables used in this questionnaire has been tested through Cronbach's alpha, which was above 0.70. This shows that the questionnaire has a high reliability value.

### **Sampling Technique**

In this study, purposive sampling technique has been applied to collect the primary data from users of **Mobile Apps** (MA). In this way primary data has been collected.

### **Statistical Tools**

PLS-SEM also known as is used to estimate model by probing the relationship between independent variables on dependent variable . The researcher has employed the Partial Least Squares Path Modeling for influence of independent variables with respect to dependent variable. In social science research, PLS-SEM, being a statistical data analysis methodology is used increasingly in social science research to develop or propose an extension to some theory.

The following tables represents the statistical analysis of the proposed model. The statistical inference was drawn from the t values and p values and were as mentioned below. The proposed hypothetical relationships between the variables

under the study was analysed and interpretations were drawn based on the t and p values

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	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Behavioural factors -> Satisfaction	0.411	0.414	0.07	5.86	0.00
Satisfaction -> Loyalty	0.824	0.825	0.023	35.459	0.00

**H0: There is no significant influence of behavioural factors on satisfaction**

**H1: There is significant influence of behavioural factors on satisfaction**

Hypothesis was proposed to understand the significant influence of behavioural factors on satisfaction. To test this hypothesis, the p values and t value statistics were considered. If the p value was found to be less than 0.05, then relationship was considered to be significant. From the above table we can understand that the t value was found to be 5.86 and the p value was found to be 0.00. From this we can understand that the null hypothesis was rejected and alternate hypothesis is accepted at 1% level of significance. This tells that there exists significant influence of behavioural factors on satisfaction. It gives a clear indication that behavioural factors variables influences satisfaction

**H0: There is no significant influence of satisfaction on loyalty**

**H1: There is significant influence of satisfaction on loyalty**

Hypothesis was proposed to understand the significant influence of satisfaction on loyalty. To test this hypothesis, the p values and t value statistics were considered. If the p value was found to be less than 0.05, then relationship was considered to be significant. From the above table we can understand that the t value was found to be 35.459 and the p value was found to be 0.00. From this we can understand that the null hypothesis was rejected and alternate hypothesis is

accepted at 1% level of significance. This tells that there exists significant influence of satisfaction on loyalty. It gives a clear indication that satisfaction variables influence loyalty.

## **Conclusion**

**Mobile Apps ( MA )** serves society in the larger interest by ensuring consumers are served by making available all the time the essential consumer goods , by maintaining quality on the purchased goods by ensuring consumers' save on their purchases .

If energy was the only critical infrastructure earlier, today internet and digital technologies are on par with power and other elements like water, transportation and supply chain. Energy and communication must exist together to realise the Core Infrastructure which are computers, networks and digital data. Digital infrastructure would required various devices and tools to support human ingenuity as today almost everyone is equipped with a super computer called a smartphone through which everyone is connected, which provides lot of computing power.

Access to mobile applications has been essential in mitigating disparities in access to and utilization of technology. Users downloaded more APPs as a result of 4G technology's quick adoption and popularization. The number of APPs a user might down load increased with network speed

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