



## Mobile E-Commerce Evolution an Overview of Online Shopping Trends

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### Abstract

*E-commerce is a huge component of the digital economy as the business market landscape is now based on digital competition. E-commerce contributes to national growth by generating jobs and levying import taxes. However, because of internet-related difficulties, concerns about online payment security, and trust issues, developing nations are trailing behind in the adoption of e-commerce. Not with standing these obstacles, the goal of this research was to comprehend the variables affecting the uptake of e-commerce in emerging nations. The advantages and difficulties of adoption serve as the foundation for the factors. Using a comprehensive literature review methodology, the study determined the benefits and challenges of e-commerce adoption in developing countries to achieve the research purpose. The Mobile e-commerce evaluation provides an overview of online shopping trends, user behaviors, and the effectiveness of mobile platforms in facilitating e-commerce transactions. It typically covers aspects such as consumer preferences, satisfaction levels, usability, security concerns, and technological advancements impacting the online shopping experience. Customers' preferences for online products are largely influenced by the current study's research of customer satisfaction with mobile online shopping. Simple random and sample methods were used to choose 100 respondents. Utilizing statistical tools such as ANOVA and LINEAR REGRESSION, these studies identified the online shopping behaviors of their clients.*

**Keywords:** Mobile Technology, E-Commerce Development, Technological Advancements, Consumer Behavior.

## 1. Introduction

### 1.1 E-Commerce

The speed development of Statistics Innovation information technology has stimulated maximum bits of human tradition and its predominance over the other improvement is truly plain. One of the vital utility areas where record improvement has phenomenally changed the suggestions of the overall populace is the route by which the commercial enterprise is being pushed. Commercial enterprises are harmonizing information technology substantially more essentially into the very weaved masterpiece of their tasks and these days, logically extra enterprise sporting events are moving to the digital media. E-displaying has made an effective new path for dating to plan and speak with the clients [1]. It has potential to extend the relationship past what many might not forget possible by giving them targeted

facets inside the well-known enterprise middle. India is one of the countries in which this model is virtually getting on. The present paper offers a huge overview of development, headway of E-trade progressing techniques-displaying models, benefits of e- publicizing, and so on. Those are some sureness's which show the notoriety of e-commercial enterprise on earth today. Controls crew up in practical social occasions utilizing computer systems to proportion and observe learning for broadening gainfulness and favorable function [2]. Progress has essentially been round everlastingly in some shape. For the reason that day while humans as of late started out replacing something it turned into that they at first exchanged, progressing to become there. Showing became the narratives they used to affect different human beings to alternate. The outcome of the



social event among cutting-edge correspondence impels and the widespread constructed up displaying concludes that people have always related. It offers a new advertising middle, greater chances to sell and marketplace the factory, and progressively outstanding excessive grounds. It makes respect with the aid of by no means-endingly chopping down the expense of changing distinct kinds of data, balanced, one-to-many, or many-to-distinct clarification. The effects of e-progressing are by means of and via displaying up in each piece of commercial enterprise, from consumer affiliation to new aspect structure.

### 1.2 Purpose

Today's shoppers are prepared to purchase things through traditional channels or online to explore the evolving landscape of commerce, comparing traditional and online channels to understand their respective advantages and drawbacks table 1. This analysis aims to identify current consumer demands and trends, facilitating the implementation of customer-friendly strategies in both sectors. e-commerce.

### 1.3 Objectives of the Study

1. To provide basic knowledge about e-commerce websites.
2. To assess the customer satisfaction levels towards online shopping.
3. To analyze CRM services and its impact on customer loyalty.

## 2. Method

primary data is used, questionnaires are formed. The secondary data is used for reference table 2. It is descriptive research [3]. The sample technique is done on the basis of simple random sample technique, With a sample size of 100 respondents.

### 2.1 Statistical Tools

tools are used in LINEAR REGRESSION and ANOVA. Analyzing the data is tabulated according to the respondent's responses using percentages, aggregated scores, which are essential for study, which helps in proper analysis [4] of data and also graphs are used in the analysis for easy and quick interpretation table 3.

**Table 1** HO1 there is no Significant Effect of Online Shopping Consumer Satisfaction Level

Customers Satisfied	Online Shopping
63	61
17	27
18	10
1	1
1	1

## 2.2 Summary Output

**Table 2** Regression Statistics

Regression Statistics	
Multiple R	0.967308495
R Square	0.935685725
Adjusted R Square	0.914247633
Standard Error	7.396621548
Observations	5

**Table 3** Anova

ANOVA	df	SS	MS	F	Significance F
Regression	1	2387.869969	2387.869969	43.64594258	0.007060656
Residual	3	164.130031	54.71001032		
Total	4	2552			

**Table 4 Consumer Behavior**

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	0.773993808	4.405796626	0.175676245	0.87173704	-13.24721738	14.795205	-13.24721738	14.795205
customers satisfied	0.96130031	0.145508091	6.606507593	0.007060656	0.498228622	1.424371997	0.498228622	1.424371997

### 3. Results and Discussion

#### 3.1 Results

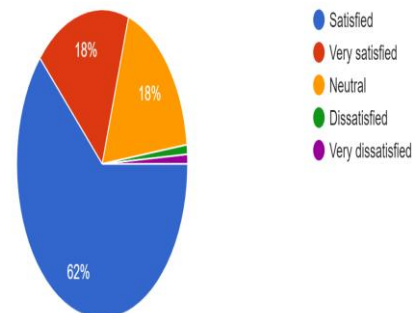
- Most of the customers have been using e-commerce websites for less than 1 year.
- Most of the customers are using e-commerce for personnel use.
- Most of the customers prefer to buy electronic gadgets online.
- Most of the customers prefer online rather than retail stores.
- Very few consumers use e-commerce platforms for business purposes.
- Most of the customers are satisfied with e-commerce platforms.
- Customer satisfaction is not dependent on online shopping, [5] but other parameters also influence customer satisfaction.
- CRM services have an effect on customer satisfaction.

#### 3.2 Discussion

The summary output represents a linear regression analysis between customer satisfaction and CRM service loyalty. The regression model is significant ( $p < 0.05$ ), indicating that CRM service loyalty has an effect on customer satisfaction, so reject  $H_0$  and accept  $H_a$  figure 1. The R value is 0.886 implies that 88.6% of the variability in risk by CRM service loyalty, overall is a significant effect of CRM service loyalty on customer satisfaction.

18. How satisfied are you with the overall online shopping experience?

100 responses



**Figure 1 Online Shopping Experience**

#### Conclusion

The growing significance of mobile e-commerce in the contemporary shopping landscape. It highlights the convenience, accessibility, and user-friendly interfaces of mobile shopping platforms, which have contributed to their increasing popularity among consumers. Additionally, the conclusion might mention the importance for businesses to optimize their mobile platforms to enhance user experience and capitalize on the growing mobile shopping trend. Lastly, the study may suggest that future research should focus on exploring innovative technologies and strategies to further improve the mobile e-commerce experience for consumers.



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