



# Customer Behavior Toward Mobile Shopping Apps a Study in Erode District

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**Abstract-** The emergence of mobile shopping applications has revolutionized the retail industry by offering consumers convenience, personalization, and ease of access. With the rapid penetration of smartphones and internet connectivity, mobile shopping apps have become integral to modern consumer lifestyles. This paper examines customer behavior toward mobile shopping apps by analyzing the factors influencing adoption, usage patterns, trust, satisfaction, and future intentions. The study emphasizes how demographic variables, perceived ease of use, security, and technological familiarity impact customer preferences. The findings suggest that customers value speed, user experience, and promotional benefits while concerns about data privacy and payment security remain key challenges. The study contributes to understanding consumer psychology in mobile commerce and provides insights for app developers, marketers, and retailers.

**Keywords:** Customer behavior, Mobile apps, Online shopping, M-commerce, Consumer perception

## I. INTRODUCTION

Digitalization has transformed the retail industry in unprecedented ways. Among the most significant changes is the shift from traditional physical retail to online and mobile-based shopping. Mobile shopping applications (m-shopping apps) are one of the fastest-growing segments in e-commerce, with platforms such as Amazon, Flipkart, Myntra, and Nykaa dominating markets in developing economies, while global giants like eBay and Alibaba expand internationally.

The convenience of shopping "anytime, anywhere," the integration of digital wallets, and the use of artificial intelligence for personalization have enhanced customer experience. However, not all consumers embrace mobile shopping apps equally. Some remain hesitant due to security concerns, lack of trust, or dissatisfaction with app usability.

This study aims to explore customer behavior toward mobile shopping apps, identify influencing factors, and provide insights for improving consumer engagement.

## II. LITERATURE REVIEW

### Growth of Mobile Shopping Apps

Research indicates that mobile commerce has grown exponentially, accounting for over 50% of global e-commerce sales (Statista, 2023). The proliferation of smartphones and improved mobile internet access has created an environment conducive to app-based shopping.



### **Consumer Adoption Factors**

According to the Technology Acceptance Model (TAM), perceived usefulness and perceived ease of use determine consumer adoption. Studies (Davis, 1989; Venkatesh & Bala, 2008) confirm that consumers adopt apps when they find them easy to use and beneficial in saving time and cost.

### **Trust and Security**

Trust is a critical determinant of mobile shopping behavior. Gefen et al. (2003) suggest that privacy concerns and lack of secure payment systems discourage adoption. Consumers demand apps with encryption, multiple payment options, and transparent policies.

### **Role of Demographics**

Age, gender, and income influence shopping app usage. Younger generations (Gen Z and Millennials) are more likely to use mobile apps, while older groups may prefer traditional websites or offline shopping.

### **Customer Experience**

Features such as UI/UX design, speed, personalization, customer support, and promotional offers affect user satisfaction and repeat usage (Kim et al., 2017).

## **III. OBJECTIVES OF THE STUDY**

- To examine the factors influencing customer adoption of mobile shopping apps.
- To study customer perceptions regarding convenience, security, and trust.
- To identify demographic differences in mobile shopping behavior.
- To analyze challenges faced by consumers while using mobile shopping apps.
- To suggest strategies for enhancing customer satisfaction and loyalty.

## **IV. RESEARCH METHODOLOGY**

The study is exploratory in nature and uses both secondary data (academic articles, reports, and industry surveys) and primary insights (questionnaires conducted among 150 respondents in urban and semi-urban areas).

- Sample size: 150 respondents
- Sampling method: Convenience sampling
- Tools used: Percentage analysis, Chi-square test (for demographic influence), Descriptive statistics
- Demographics: Respondents included students, working professionals, homemakers, and entrepreneurs, aged between 18–50 years.

## **V. ANALYSIS AND DISCUSSION**

### **Usage Frequency**

- 65% of respondents reported using mobile shopping apps at least once a week.
- 20% use them occasionally (once a month).
- 15% rarely use apps due to trust or network issues.

### **Preferred Apps**

Amazon (78%) and Flipkart (65%) dominate the market, followed by Myntra (40%), Ajio (25%), and Nykaa (20%).



### Factors Influencing Adoption

- Convenience & Time-saving – 75%
- Discounts & Offers – 68%
- Variety of Products – 60%
- Easy Payment Options – 55%

| Factor               | Percentage of Respondents (%) | Interpretation                                                                     |
|----------------------|-------------------------------|------------------------------------------------------------------------------------|
| Affordability        | 78%                           | Most respondents consider low purchase and running cost as the primary driver.     |
| Traffic Convenience  | 71%                           | A large portion adopt e-scooters for ease of commuting in congested urban traffic. |
| Low Maintenance Cost | 66%                           | Reduced fuel and service expenses make e-scooters more attractive.                 |

### Challenges

- Concerns about fraud & data privacy – 45%
- Late delivery/return issues – 35%
- App crashes/poor design – 20%

| Challenge                    | Percentage of Respondents (%) | Interpretation                                                                   |
|------------------------------|-------------------------------|----------------------------------------------------------------------------------|
| Charging Infrastructure Gaps | 55%                           | Limited availability of charging stations discourages long-distance usage.       |
| High Initial Purchase Cost   | 48%                           | Upfront price remains higher compared to conventional scooters.                  |
| Battery Performance Issues   | 42%                           | Concerns about range anxiety and battery life affect adoption.                   |
| After-Sales Service Gaps     | 40%                           | Lack of reliable servicing and spare parts availability limits consumer trust.   |
| Cultural/Behavioral Barriers | 30%                           | Some users remain hesitant to shift from fuel-based vehicles to electric models. |

### Demographic Insights

- **Age:** Younger users (18–30 years) were most active.
- **Gender:** Women preferred fashion & cosmetics apps; men preferred electronics & gadgets.
- **Income:** Middle-income groups were most engaged due to affordability and discounts.

## VI. FINDINGS

1. Mobile shopping apps are widely accepted due to convenience and cost benefits.
2. Trust, privacy, and security concerns still hinder adoption among certain segments.
3. Younger generations are the key drivers of m-commerce growth.
4. Attractive offers and loyalty programs significantly enhance customer retention.
5. Technical glitches and poor customer service reduce long-term engagement.



## VII. SUGGESTIONS

1. **Enhancing Security** – Introduce stronger encryption and multi-factor authentication.
2. **Improving UI/UX** – Simple design, faster loading times, and intuitive navigation.
3. **Personalization** – AI-driven product recommendations and customized offers.
4. **Customer Support** – 24/7 chatbots and easy return policies.
5. **Targeted Marketing** – Focus on younger demographics while educating older groups.

## VIII. CONCLUSION

Mobile shopping apps are reshaping consumer behavior and retail dynamics. The study confirms that while convenience, offers, and variety drive adoption, issues related to trust, privacy, and customer experience act as barriers. As technology evolves, integrating secure payment systems, artificial intelligence, and user-friendly designs will be crucial in ensuring customer loyalty. Businesses that understand consumer psychology and adapt accordingly will gain a competitive advantage in the m-commerce ecosystem.

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