

IMPACT OF MOBILE COMMERCE ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

Mobile commerce (m-commerce) has transformed the way consumers interact with businesses, enabling convenient, real-time purchasing through mobile devices. The widespread adoption of smartphones, mobile applications, and digital payment systems has significantly influenced consumer buying behavior. This article examines the impact of mobile commerce on purchasing decisions, focusing on convenience, personalization, social influence, and trust. It also explores the challenges associated with m-commerce adoption and its implications for businesses. The study highlights that mobile commerce enhances customer engagement and reshapes consumer expectations, leading to more dynamic and responsive market environments.

Keywords: Mobile Commerce, Consumer Behavior, Digital Payments, Smartphone Usage, Online Shopping, Personalization, Customer Experience.

INTRODUCTION

The rapid growth of mobile technology has revolutionized the retail landscape, giving rise to mobile commerce as a dominant channel for transactions. Consumers increasingly rely on smartphones for browsing, comparing, and purchasing products (Chaffey, 2009). Mobile commerce provides convenience, speed, and accessibility, making it an essential component of modern business strategies (Laudon, 2008).

Key Drivers of Mobile Commerce Adoption

Convenience and Accessibility

Mobile commerce allows consumers to shop anytime and anywhere, eliminating geographical and time constraints. This convenience significantly influences purchasing decisions and increases transaction frequency.

Personalization and Customer Experience

Mobile platforms enable personalized recommendations, targeted promotions, and tailored user experiences based on consumer data. Personalization enhances customer satisfaction and encourages repeat purchases (Wedel & Kannan, 2016).

Integration with Digital Payment Systems

The availability of secure and efficient mobile payment options facilitates seamless transactions. Digital wallets and mobile banking apps have increased consumer confidence in mobile commerce.

Social Media Influence

Social media platforms integrated with mobile devices play a crucial role in shaping consumer preferences. Reviews, recommendations, and influencer marketing significantly impact purchasing behavior (Tuten, 2023).

Impact on Consumer Buying Behavior

Impulse Buying

The ease of mobile shopping encourages impulse purchases, as consumers can quickly act on their desires without significant effort (Verhagen & Van Dolen, 2011).

Increased Price Sensitivity

Mobile devices enable consumers to compare prices across multiple platforms instantly, leading to more informed and price-sensitive decisions (Groß, 2015).

Enhanced Customer Engagement

Interactive features such as push notifications, mobile apps, and real-time updates enhance customer engagement and brand interaction (Yang, 2010).

Challenges in Mobile Commerce

Security and Privacy Concerns

Concerns about data breaches and unauthorized transactions can hinder consumer trust in mobile commerce platforms (Martin & Murphy, 2017).

Technological Limitations

Issues such as slow internet connectivity, app performance, and device compatibility can negatively impact user experience (Kaplan, 2012).

Trust and Reliability

Building trust remains a challenge, especially for new or lesser-known mobile commerce platforms. Transparent policies and secure systems are essential for consumer confidence (Varnali, 2013).

CONCLUSION

Mobile commerce has significantly transformed consumer buying behavior by offering convenience, personalization, and seamless transaction experiences. It has increased customer engagement, influenced decision-making, and encouraged impulse buying. However, addressing challenges related to security, trust, and technological limitations is essential for sustained growth. Businesses that effectively leverage mobile commerce strategies can enhance customer satisfaction and achieve competitive advantage in the digital marketplace.

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