



Boosting Mobile Commerce Demand: A Big Step in Changing Consumer Behaviour Among Durg and Raipur Division

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Abstract

Mobile commerce (m-commerce) is transubstantiating consumer shopping habits, especially in arising civic areas like Durg and Raipur division. With adding smartphone penetration and bettered digital payment structure, m-commerce is getting the preferred mode of shopping. This study explores the factors impacting mobile commerce relinquishment among citizens of Durg and Raipur, the challenges faced, and strategies for boosting demand. Through primary and secondary exploration, the paper examines the impact of m-commerce on consumer gest and proposes recommendations for businesses and policymakers. The findings indicate that trust, ease of use, and mobile-friendly services play a pivotal part in driving m-commerce growth in these metropolises.

Keywords: m- commerce, smart phones , digital payment, consumer gest , trust of ease , mobile friendly .

1. INTRODUCTION:

The rapid- fire digitalization of commerce has led to a shift from traditional retail to mobile commerce. Durg and Raipur artifical capitals in Chhattisgarh, are witnessing a rise in mobile shopping due to adding internet access, affordable smartphones, and the influence of digital payment systems like UPI and mobile holdalls. Still, several factors, similar as trust, logistics, and digital knowledge, influence consumer relinquishment of m-commerce in these

metropolises Boosting m-commerce demand in Durg and Raipur division is not just about increasing online sales but also about transforming consumer geste towards digital transactions, influencing their shopping preferences, and integrating mobile commerce into their diurnal lives. This paper aims to explore the factors affecting m-commerce adoption in these cities and strategies to enhance demand.

2. LITERATURE REVIEW:

According to Graeme Mclean , kofi osel-Frimpong, Khalid Al-Nabhani , Hannah Marriot et.al (2020,) “ It has been reported that a different pattern being seen in the behaviour of consumer's according to him people have actively participated

As per Chandrashekhar and others et.al, it is very important to satisfy the customers it is very important to bring new updates and new offers every day and have a convenient network and timely deliver the product.

As indicated by Jaswant Sandeep according to him there are many customers in the online market worldwide who are cheated through fake ID is due to which the Indian customers are a little afraid of doing online shopping

As mentioned by Suneel sankala ,Uma Devi et.al (2019), every customer has a different perspective on shopping,digital transaction, consumer satisfaction etc ..

On the authority of Anurag Pandey, Jitesh Parmar et.al (2019) The researcher pointed on the studies concluded that a gender income education and occupation of the consumers has no significant differences over behavior intention of online shopping user

As explained by according to the George Wilson,William Brown ,Oliver Jhonson (2024),The researcher pointed more about transformation of a shopping preference is significance of a personalization like satisfying shopping experience for consumers empowerment through real time information in impulse buying etc

In proportional to, Pengrong Cheng et.al(2024) ,pointed on consumer behavior emphasizing the need for business to leverage these insights to improve their marketing approaches and enhance customer engagement in the digital landscapes.

2. Objectives of the Study

- To identify the current trends in mobile commerce relinquishment in Durg and Raipur division.
- To find out the reason why consumer behavior changes due to m-commerce.
- To examine the impact of digital payments and mobile apps on coping geste of consumers.

- To propose strategies to boost mobile commerce demand among Durg and Raipur citizens.

3. Hypothesis:

H1o: There is no significant difference between the marital status of consumers using M-commerce in both the divisions

H2o: There is no significant difference between consumer of durg and Raipur division preferring mobile shopping due to convenience and time saving features.

H3o: There is no significant difference between buying behaviour of male and female consumers using M- commerce .

H4o: There is no significant difference in usage of M- commerce during pre and post COVID-19

H5o: There is no significant impact on M - commerce of consumers occupation and their incomes.

4. Research Methodology:

The current consumer behaviour towards M commerce in the Raipur and Durg Division of Chhattisgarh involves examing colorful aspects similar as demographics uses patterns preference provocations and challenges faced by consumers,

4.1. Primary Data Collection Methods

For a study on **consumer behaviour towards m-commerce in Chhattisgarh (Durg vs.Raipur)**, choosing the right **data collection methods** is pivotal to gather dependable and representative data. Structured questionnaires can be distributed to collect quantitative and qualitative data on consumer preferences, actions, and attitudes toward m-commerce.

Format:

Close-ended questions (Likert scale, novelettish passions questions were used)

Mode of Delivery :Online surveys using tools like Google Forms, Whats App , etc Offline surveys in promenades requests, public places or colleges and sodalities in Durg and Raipur division

Interviews :

One-on-one interviews with selected consumers to gather in-depth insights into m-commerce behaviour and indigenous differences.

4.2.Secondary Data Collection Methods

Government reports, market research firms, and academic publications related to m-commerce in India and Chhattisgarh like industry reports , government publications , academic journals .

Instruments Used : Questionnaire design and validation

Analytical Tools : SPSS, Excel , ANOVA , statistical tools for data analysis .

4.3 Sample Size and Sampling Method

A total of 200 respondents were surveyed, including:100 consumers from different income groups and age demographics. 50 small and medium business owners using mobile commerce platforms. 50 e-commerce delivery service providers. Stratified random sampling was used to ensure diversity in responses.

5. Data Analysis :

Discriptive Table :

SNo	Hypothesis	df	Level of significance	Mean difference	Calculated P value	Conclusion
1	H1o	246	0.05	5.25 , 4.38	7.527	Null Hypothesis is Accepted
2	H2o	298	0.05	8.78 , 8.72	0.779	Null Hypothesis is Accepted
3	H3o	298	0.05	11.01 , 11.03	0.296	Null Hypothesis is Accepted
4	H4o	298	0.05	6.60 , 6.47	0.503	Null Hypothesis is Accepted
5	H5o	298	0.05	6.06 , 6.30	0.362	Null Hypothesis is Accepted

H1o: After applying the test for a significance level of 0.05 we could notice that the p value was 7.527 which is much greater than the level of a significance(0.05)set. Therefore,we are bound to accept the null hypothesis hence it is concluded that there is no significant difference between the marital status of consumers using M- commerce .

H2o: After applying the test for a significance level of 0.05 we could notice that the p value

was 0.779 which is much greater than the level of a significance(0.05)set. Therefore,we are obligated to accept the null hypothesis hence it is concluded that there is no significant difference between the consumers of Durg and Raipur division preferring mobile shopping due to convenience and time saving features .

H3o: After applying the test for a significance level of 0.05 we could notice that the p value was 0.296 which is much greater than the level of a significance(0.05)set. Therefore,we are certain to accept the null hypothesis hence it is concluded that there is no significant difference between buying behaviour of male and female consumers using M- commerce.

H4o: After applying the test for a significance level of 0.05 we could notice that the p value was 0.503 which is much greater than the level of a significance(0.05)set. Therefore,we are compelled to accept the null hypothesis hence it is concluded that there is no significant difference in usage of M-commerce during pre and post COVID- 19 .

H5o: After applying the test for a significance level of 0.05 we could notice that the p value was 0.362 which is much greater than the level of a significance(0.05)set. Therefore,we are duty bound to accept the null hypothesis hence it is concluded that there is no significant impact on M-commerce of consumers occupation and their annual incomes .

Then, the gist of the total is that no significant difference is seen any marital status of the consumer behaviour then it does not have any effect on M-commerce whether it is from Durg division or Raipur division. In this it has also seen that if both males and females are doing mobile shopping then there is no difference is found on its convenience and time saving features, piecemeal from this no difference is found in their buying behavior of using M-commerce and no difference is found in both the divisions i.e Durg division and Raipur division during the pre and post covid-19 period, after that there is no difference in the impact of M-commerce on consumer's occupation and their annual income, Whereas infact it has been found in the whole research that M-commerce has increased the demand of people using m-commerce even more. Before covid-19, people were living a normal life and did normal shopping but after covid-19, there has been a sudden surge in M-commerce due to which today everywhere in urban areas, rural areas, everyone is enjoying the facilities of m- commerce in there on way at any time at any place .

6. Consumer Behaviour Changes Due to M-Commerce

With the growing adoption of mobile commerce, consumers in Durg and Raipur division exhibition

1. **Increased impulse purchases** due to social media ads and flash deals.
2. **Preference for mobile payment over cash transactions.**
3. **Demand for faster delivery and better return programs.**
4. **Greater reliance on online reviews and influencer recommendations**

7. Strategies to Boost Mobile Commerce Demand in Durg and Raipur

7.1 Enhancing Digital Literacy and Trust:Organizing **digital knowledge juggernauts** to educate citizens on safe online transactions.Implementing **fraud forestallment measures** to increase trust in digital payments.

7.2 Mobile-Optimized Shopping Platforms: Developing **localized apps** with support for Hindi and indigenous languages.Improving **app speed and stoner-friendly interfaces** for better client experience.

7.3 Strengthening Logistics and Delivery Services: Partnering with **original delivery networks** to ensure faster order fulfillment.Providing **real-time showing and secure delivery options.**

7.4 Individualized Marketing and AI-driven Recommendations: Using AI for **substantiated product recommendations** grounded on browsing history enforcing **fidelity programs and prices** for reprices customers.

7.5 Social Commerce and Influencer promation : Encouraging small businesses to utilize **WhatsApp, Instagram, and Facebook for deals** uniting with **original influencers** to promote brands and services.

8. Challenges in Boosting M-Commerce Demand in Durg and Raipur division

1. **Limited digital knowledge among aged consumers.**
2. **Trust issues related to online transactions and product quality.**
3. **Challenges in last-mile delivery due to underdeveloped logistics.**
4. **Slow adoption of digital platforms by small businesses.**

9. Conclusion

Boosting mobile commerce demand in Durg and Raipur division is a pivotal step in transforming consumer behaviour. The adding use of smartphones, digital payments, and social commerce is driving this shift. still, addressing trust issues, perfecting logistics, and educating consumers on secure deals are crucial to accelerating m-commerce adoption. Businesses that invest in localized mobile results and substantiated marketing will have a competitive edge in these metropolises

10. Recommendations

1. **Enhance digital education programs** for consumers and small businesses.
2. **Expand original delivery infrastructure** to ensure effective logistics.
3. **Promote social commerce** through influencer marketing.
4. **Strengthen cybersecurity measures** to increase trust in online shopping.
5. **Encourage government and private sector collaboration** for m-commerce growth.

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