

Smartphone as a Tool for Online Shopping: An Analysis

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ABSTRACT

The main platforms on which smart phone function are Android, ios, RIM, Microsoft, Symbian etc. Market share of android is maximum follow by ios. Smartphones are used for text messaging, internet browsing, sending emails, playing games, social networking, downloading music, video etc. Our research shows that around ninety two percent users used their smartphones for text messaging, eighty two and seventy six for internet browsing and sending emails respectively. People having android based smartphones are consuming more data followed by i-phone users. The following are the objectives of the paper.

1. To study the main factors influencing the buying decision of smartphone.
2. To study the activities performed by smartphone users.
3. To study the use of smartphone in online shopping.

Data for this study are taken from both primary and secondary sources. Primary data are collected by structured questionnaire using electronics method of data collection. One hundred thirty complete Questionnaires were received and from them 119 were found appropriate for data analysis. Descriptive statistical tools were applied using SPSS. Results show that more than 50% of respondents are using smart phone for more than two years. Thirty eight percent are using phone for 6 to 12 hours a day and around 27 % respondents are spending more than five hundreds rupees on their mobile data. Study also reveals that the maximum use of smartphone is for intent browsing followed by text messaging. The most important factor influencing the buying decision of smartphones is 'Good Value for money', followed by best quality.

