Abstract—The Mobile technology is the technology used for cellular communication. It has been used for many purposes such business development. How the technology has taken shape in the present scenario and how it has increased in the past few decades need to known to everybody. So this paper aims to know about the impact of technology on consumers and how many companies used it to good effect to build their business and bring about efficiency to their firm. The result is that the mobile technology is here to grow and the utilization of mobile is at its peak it has changed the way people consume things. The mobile technology is bright and can improve in the near future it will be the focus for the next 5 to 10 years it will change our lives and personal lives. It will also change work lives as well .mobiles phones are the centre point of every part of our live

Keywords— mobile, technology, Consumer behavior

I. INTRODUCTION

In the past decades there is a huge change in the retailing business. With the introduction of internet there is a development of online channels and the digital platform such as mobile channel had a huge impact on the retail business and to the behavior of the consumer .The consumers can shop at their convenience anywhere and anytime. As the awareness of the customers is getting high through mobile phones they have the possibility of choosing from many different options. As far as shopping is concerned they can switch from one retailer to another using the use of smartphone with a single touch. This awareness can bring more competition and many opportunities. Competition among companies is growing every year. They are trying to get attention of the customers and control them.

II. LITERATURE REVIEW

Mobile phone utilization has changed the minds of the users. Today almost everyone has a mobile in the hand. Listening is just a part of the function in mobile but it can perform much more functions than that. It can text, shop, make payments, take photos and videos and many more things. There is a change in the behavior of the modern consumers with the technology getting more advanced. As mobile telephones had a grip in the world in the 1990s the next revolutionary technology will be mobile wireless computing. The uptake rate is lower than expected with the massive improvement in technology (Jim Hart, Mike Hannan, 2004)[13]. Better and new opportunities for online learning can be provided by mobile technology that extends beyond the management system of learning (Audeliz Matias, David F. Wolf, 2013) [1]. There is an immense potential for the development of marketing through the excellent convenience offered by smartphones and also there is an improvement in the retailing through mobile channel despite the slow acceptance of mobile shopping (Alastair Holmes, Angela Byrne, Jennifer Rowley, (2013))[2]. The literature review identified impact of mobile technology on consumer behavior and how it was implemented by different companies and also discussed few of the advantages and disadvantages of mobile technology.

III. NEED FOR THE STUDY

For connecting customers advent of new channels are emerging all the time. There is a change in the behaviour of the modern consumers with the technology getting more advanced. To meet the consumer expectations the marketers need to satisfy the changing needs. Hence it is important that they understand their behaviour and technology utilisation to meet their requirements. The study and research regarding the user behaviour in the context of mobile phone is limited, despite being in the smartphone era. This paper also discusses few of the advantages and disadvantages of mobile technology

IV. IMPACT OF MOBILE TECHNOLOGY ON CONSUMER BEHAVIOUR

- Most of the users nowadays are inter-connected. Calling function in mobile phones are less relevant now days for consumer. Users are expressing their views and experiences, networking, shopping and browsing through a wide range of mobile platforms
Since they are connected for good there is a lot of ways they use a mobile phone. A huge change is seen in the way people are purchasing things from online stores as well as physical locations because of mobile phone utilization. (Pasqua and Elkin, 2013)

The decision on what to buy for consumers is altering through the access of online sources. The search process has also changed during the past decades by the evolution of social media the internet has altered the way information is searched.

Google is the platform where people tend to type in their queries using search engines and around 60% of the consumers do that. Social media platforms as Facebook, Twitter, YouTube, and blogs the use is 40% for searching more data

Customer makes purchases after a lot of searching through their mobile phones after reviewing and comparing prices.

V. USE OF MOBILE TECHNOLOGY BY DIFFERENT COMPANIES

The technology has been used by many companies has made the experience more engaging at home and at many retail stores,

IKEA by the use of Augmented Reality technology used in mobile applications which allows customers to view there 200 different products at home with their mobile.

This helps them to get a feel of the products such as furniture’s accessories even before buying them. This helps it providing a great value for customers

Retail stores are also taking data from many mobile apps for a better in-store experience which will be a great delight to the customers this helps to know their shopping pattern and the purchase history thus creating more engaging experience.

The technology used is the sensors, Beacons, NFC, Bluetooth and GPS for best engaging experience.

This data can improve the information that the retailers receive on the shopping experience and they can bring efficiency to their business and also individual needs.

VI. ADVANTAGES OF MOBILE TECHNOLOGY

Mobile technology can change the way customers see different things and can improve the service offered to customers.

In terms of customers we can access the customer relationship management system through the online platform which allows to update the customer details

It also enables customers to pay for services and goods without having to go through the bill

It brings people together

When you are working offsite the technology enables us to know the things in the office. For example, you could remotely:

Customer account can be made

stock availability and check prices

Order through online can be made

The use of mobile phones has changed with the emergence of cloud computing which also provides flexible working practices over the internet

The mobile technology has made the little and large business grows. The business around the world will interact with each other in a short span of time

Mobile Technology inspired many human relationships. It supplies a huge place for communicating and also dealt with handling responsibilities. Because of the growth of technology many people got sensible jobs

VII. DISADVANTAGES OF MOBILE TECHNOLOGY

There are different set of cost involved for training and equipment If proper precautions are not made to ensure that the data and devices are not kept properly safe which can provide valuable information to people will be used in a negative way

Mobiles phones are very flexible and can be utilized by criminals for their plans which is a way of mistreating the technology

Mobile phones have together increased the street crimes and the violation of ethical values which is the further way of misusing technology

Problems regarding ear and brain diseases due to overuse of these devices has been increased in the past decade
VIII. FUTURE SCOPE OF MOBILE TECHNOLOGY

- Nowadays Android Application Development is considered as the best business opportunity by different mobile apps development industries, so for this they require well versed mobile application developers. This makes an important scope for mobile development in future

- Lights security cameras, washing machines, Home Automation garage doors, refrigerators, ovens microwaves, alarm systems and window shades all these can be controlled and can be replaced or augmented with mobile apps

- The mobile technology is bright and can improve in the near future it will be the focus for the next 5 to 10 years it will change our lives and personal lives. It will also change work lives as well, mobile phones are the centre point of every part of our live

REFERENCES


