Children adopted by mobile phone

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Abstract
The describe in this paper a pilot study for identifying factors that determine the adoption and usage of mobile devices and services by elderly population. The elderly are an often neglected group in product development and marketing, but they are the only growing age group in most developed societies. Based on UTAUT and using semi-structured interviews with a number of different stakeholders interested in elderly people, we identify a set of issues that need to be taken into account when designing technology and services for the elderly. The results of our study indicate that elderly people are interested in using mobile phones and services, but these services need to deliver real value for them. This value is pronounced in form of more social, active, meaningful and independent life.

Keywords
Population, Stake holders, designing, technology, marketing.

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1. Introduction
Elderly people seem to have been a neglected user group in design of mobile devices and services, although the requirements to create well functioning solutions for them are very well known. The aim of this pilot study is to enlighten these issues based on former research on technology adoption and acceptance, particularly UTAUT (Venkatesh et al, 2003). Unified Theory of Acceptance and Use of Technology (UTAUT) consists of four core constructs: performance expectancy, effort expectancy, social influence and facilitating conditions, and four moderators: gender, age, experience and voluntariness of use. These constructs and moderators affect the Behavioral Intention, that is, the user’s thoughts and plans of using new technology and finally the using the new technology and finally using itself in the behavior.

2. Review of Literature


3. Objectives
The objective of this research study is to investigate online consumer behavior, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses’ strategies.

The specific objectives of this research are:
1. To know the consumers awareness about online shopping.
2. To know the various factors which motivate a consumer towards online shopping.
3. To know the kind of goods they purchase online.
4. To know the problems they face during online shopping.

4. Research Methodology
The research is based upon primary and secondary data. 
both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites.

5. Findings

1. Flipkart is the most favourite shopping site of the respondents.
2. Among the various options of payment available online, Cash on delivery is the most common method used for payment whereas bank transfers and personal cheques are the least common method of payment online.
3. According to the study, majority of the respondents are satisfied with online shopping.
4. There are certain problems faced by online shoppers like delay in delivery, cheap quality of the product, damaged product, etc.
5. Majority of the respondents are willing to spend Rs 1000-3000 on a single online purchase.

6. Conclusion

The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It is believed that electronic commerce will become a huge industry in the coming years and online shopping is now becoming a significant part of the consumer’s daily life to meet their never ending requirements in a convenient way. Online shopping is picking up and is becoming a trend. More consumers are indulging into internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience, 24x7 shopping, doorstop delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. The main motivating factor seen during the research was the convenience and customer service which drives the people to online shopping. As a result today they are buying airline and railway tickets, books, home appliances, electronic gadgets, movie tickets, etc.

References