



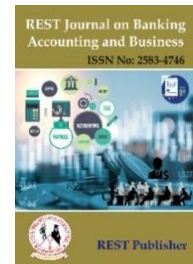
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## A Review for Mobile Commerce Service Research and Applications using the SPSS Method

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**Abstract:** Mobile Commerce Service. Mobile commerce has become an innovative force in the frantic digital society we live in. The world of business is now at our fingertips thanks to smartphones and mobile applications, which streamline and simplify exchanges and purchases. M-commerce for short or smartphone shopping, is a growing and thriving industry. service that is redefining how we interact with goods and services, enabling customers and companies alike, and opening an ocean of potential. Mobile commerce delivers a distinctive and personalised buying experience by leveraging the potential of mobile technology, overcoming geographical limitations, and bringing up new spheres of comfort, effectiveness, and connectedness. The significance of mobile sales (m-commerce) research cannot be understated in the connected society of today. Studying the effects and consequences of mobile shopping has grown crucial for firms, the economists, and researchers as consumer behaviour changes and usage of smartphones rises. Through an examination of its consequences for the dynamics of the marketplace, consumer behaviour, technical improvements, and the general economic environment, mobile retail research aims to investigate the complexities of this paradigm-shifting event. Scientists may get important insights into the nature of commerce, creativity, planning, and the creation of the best mobile purchasing experiences by probing the nuances of m-commerce. The capacity of mobile ecommerce to provide light on the probable future of company actions, influence customer tastes, and assist organisations in using the enormous potential of mobile devices is where the research focus resides. programme has become a potent and popular technique. SPSS offers researchers, analysts, and social researchers a flexible toolkit to explore, understand, and gain insights from complicated datasets. SPSS was created to make data analysis and management easier. Researchers may make the most of their data by using SPSS to identify hidden trends, correlations, and trends. This full software package provides an extensive variety of statistical approaches, from basic descriptive statistics to sophisticated inferential analyses, assisting researchers in making educated choices and advancing their fields of study. The value of SPSS is an approach is found in its ability to facilitate data manipulation, streamline the procedure for analysing it, and offer a uniform structure for undertaking thorough statistical analysis." About Mobile Banking, About Mobile Shopping, About Mobile Payments, About Mobile advertising and Marketing, About Mobile Entertainment, About Mobile Ticketing. The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is 0.594 which indicates 59% reliability. From the literature review, the above 59% Cronbach's Alpha value model can be considered for analysis.

**Keywords:** "Green Logistics Service Provider Selection, GRA method."

### 1. INTRODUCTION

Beyond spoken communication, cell phones have transformed the business world. Every venue is becoming a marketplace as a result of its connectedness and accessibility, which are altering banking, commerce, and leisure. Customers gain, businesses prosper, and the digital age keeps going [1]. M-commerce creates new possibilities for wireless services and devices by facilitating the transfer of value and wireless payments. In contrast to online shopping, it takes customer needs and smartphone limitations into account. a link connecting mobile consumers with online shopping infrastructure, influencing future business [2]. With voice, data, and access to the internet, smartphones have completely changed how people communicate for both personal and professional purposes. It is marketed as a flexible substitute for laptops and PDAs because to its sophisticated features and energy-efficient CPUs. Mobile shopping has a huge potential to influence how online transactions are conducted in the years to come [3]. The expansion of e-commerce has been facilitated by wireless and mobile phone networks. Commerce via the internet is being embraced by both enterprises and consumers because mobile commerce has been at the cutting edge of this technological revolution [4]. After the development of e-commerce, m-commerce a new phenomenon created by combining Internet-connected devices and handheld communication rose to prominence. It uses the fast expansion of web surfing and adoption of mobile phones to change how businesses operate [5].

The corporate environment has changed as a result of the digital revolution of marketing, which is supported by online and smartphone technology. Suppliers now have more opportunities to interact with customers, connect, and develop cutting-edge products, experiences, and services because of the rise of mobile commerce [6]. Mobile web services are what make mobile shopping (m-commerce) so successful and profitable for companies. The franchisees must raise the quality of their services, create items that cater to specific consumer needs, and put the needs of their customers first if they are to stay relevant [7]. Beyond general models and technological requirements, understanding the widespread use of 3G products and services, particularly mobile sales, the adoption choices of end users, and their context-specific demand [8]. On portable mobile devices, mobile shopping (m-commerce) makes it possible to conduct commercial transactions wirelessly. Your ability to conduct businesses anytime, anywhere—while moving, travelling, or even discovering new places—is made possible by its special function [9]. By utilising mobile and wireless connections, mobile shopping (m-commerce) differs from conventional e-commerce. M-commerce offers unmatched customer service features including GPS tracking and push deliveries because to its distinctive display and interaction modes [10]. Though there is a wealth of information Several studies have examined how traditional ICT adoption models, such as the gadget approval model, relate to the adoption of cell phone services, fare in a mobile setting. This emphasises the necessity for multiple viewpoints when analysing the adoption of mobile ICT in comparison with conventional ICT [11]. Mobile retailing (m-commerce) is at the vanguard of the upcoming wave of e-commerce, or electronic commerce, since more people are using wireless gadgets like cell phones and PDAs [12]. As mobile devices evolve and are used more often, the retail market is seeing new business prospects. By 2015, it is anticipated that the worldwide market for mobile shopping (m-commerce) would be worth a total of 119 billion USD [13]. The infrastructure for telecommunications in developing nations has grown significantly, improving the availability of wireless communications. In addition to reinventing communication, this shift has given advertisers the chance to rethink consumer interactions in the context of mobile commerce [14]. Strategies for growth and development have advanced as a result of the rising attention being paid to internet commerce. New e-commerce applications have a tremendous amount of potential thanks to the development of wireless or mobile networks, which promises to be very advantageous [15]. For mobile commerce services to operate at their best, it is necessary to have location management, immediate time shipment, payment assistance, safety, and stable wireless networks [16]. Our lives are being revolutionised by the web and its technology, and mobile commerce has made formerly unthinkable possibilities possible [17]. According to a Taiwanese poll, 32.1% of mobile device users examined product information online while making any purchases, while 62.5% of online device owners participated in mobile shopping [18]. The current technological frontier is mobile retail (m-commerce), which has evolved due to mobile networks & IT innovation. By allowing online transactions using portable devices, it enhances e-commerce [19]. M-commerce adoption depends on customer acceptance of designed effectively technology. To better understand the mobile customer, research focuses on issues like value generation and service offers [20]. The allocation of UMTS frequencies by European nations has facilitated the development of mobile commerce by providing broadband mobile connectivity with transmission speeds of as high as 2 Mbps [21].

## 2. MATERIALS AND METHOD

**2.1. “About Mobile Banking”:** Mobile banking gives people quick access to banking products and services via their mobile devices and is a crucial component of the smartphone and tablet ecosystem. It has altered the way we handle our finances by providing ease, security, plus the capacity to conduct transactions while on the move.

**2.2. “About Mobile Shopping”:** Consumers may research and buy products and amenities using their cell phones thanks to mobile shopping, a crucial part of mobile commerce. It transforms the way we purchase and interact with companies through offering simplicity, customised suggestions, and easy payments.

**2.3. “About Mobile Payments”:** Mobile payments, a key component of mobile trade, have completely changed how we conduct business by enabling safe, practical, and frictionless transactions. It does away with the necessity for actual wallets and gives consumers the ability to easily make purchases while on the road.

**2.4. “About Mobile advertising and Marketing”:** Utilising the capabilities of mobile devices, mobile marketing and promotion efficiently reaches and engages target audiences within the context of mobile commerce. It revolutionises how companies engage with customers by providing personalised, location-based initiatives, immersive experiences, and real-time information.

**2.5. “About Mobile Entertainment”:** Users may get rich and personalised experiences through their handheld devices thanks to mobile entertainment, a crucial component of mobile commerce. It provides quick access to a variety of material, including games, online streaming services, and electronic media, making it possible to enjoy leisure while on the go.

**2.6. “About Mobile Ticketing”:** The way we obtain and handle event tickets is altered by digital ticketing, a crucial element of mobile commerce. It makes it easier for consumers to buy, save, and redeem tickets on their smartphones or tablets, doing away with the need for paper tickets and improving the whole ticket experience.

**2.7. SPSS Method:** The widely used and dependable software programme SPSS (Statistical Package for the Social Sciences) is used for statistical analysis. It provides researchers with a full range of tools for managing data, exploring data, visualising data, and doing sophisticated statistical modelling. Researchers may effectively analyse and understand complicated information using SPSS's user-friendly interface and wide variety of analytical techniques. Its adaptability makes it a well-liked option across a range of disciplines, promoting evidence-based judgement and offering insightful information for practical as well as theoretical use.

### 3. RESULT AND DISCUSSION

Table 1 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation, Skewness, Kurtosis. "About Mobile Banking, About Mobile Shopping, About Mobile Payments, About Mobile advertising and Marketing, About Mobile Entertainment, About Mobile Ticketing."

**TABLE 1.** Descriptive Statistics

Descriptive Statistics						
	N	Range	Minimum	Maximum	Sum	Mean
About Mobile Banking	231	4	1	5	849	3.68
About Mobile Shopping	231	4	1	5	882	3.82
About Mobile Payments	231	4	1	5	839	3.63
About Mobile advertising and Marketing	231	4	1	5	828	3.58
About Mobile Entertainment	231	4	1	5	878	3.80
About Mobile Ticketing	231	4	1	5	838	3.63
Valid N (listwise)	231					

**TABLE 2.** Frequencies Statistics

		About Mobile Banking	About Mobile Shopping	About Mobile Payments	About Mobile advertising and Marketing	About Mobile Entertainment	About Mobile Ticketing
N	Valid	231	231	231	231	231	231
	Missing	0	0	0	0	0	0
Mean		3.68	3.82	3.63	3.58	3.80	3.63
Std. Error of Mean		.062	.065	.070	.067	.065	.067
Median		4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4	4
Std. Deviation		.948	.983	1.071	1.017	.989	1.017
Variance		.898	.967	1.147	1.035	.978	1.035
Skewness		-.669	-.680	-.616	-.394	-.925	-.601
Std. Error of Skewness		.160	.160	.160	.160	.160	.160
Kurtosis		.682	.085	-.260	-.395	.798	-.052
Std. Error of Kurtosis		.319	.319	.319	.319	.319	.319
Range		4	4	4	4	4	4
Minimum		1	1	1	1	1	1
Maximum		5	5	5	5	5	5
Sum		849	882	839	828	878	838
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00
	50	4.00	4.00	4.00	4.00	4.00	4.00
	75	4.00	5.00	4.00	4.00	4.00	4.00

Table 2 show the Frequency Statistics in physics, is the number of waves that pass a fixed point in unit time. "About Mobile Banking, About Mobile Shopping, About Mobile Payments, About Mobile advertising and Marketing, About Mobile Entertainment, About Mobile Ticketing."

**TABLE 3. Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.594	.594	6

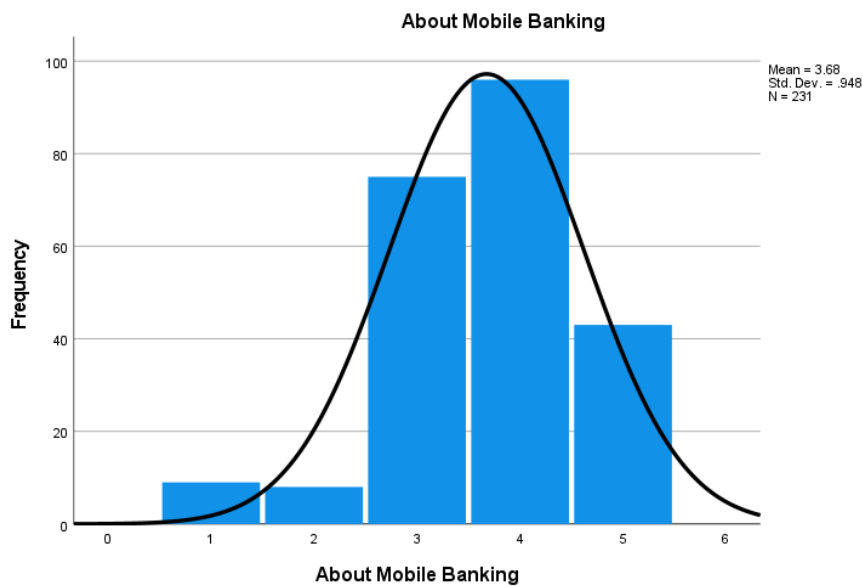
Table 3 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is 0.594 which indicates 59% reliability. From the literature review, the above 59% Cronbach's Alpha value model can be considered for analysis.

**TABLE 4. Reliability Statistics Individual**

	Cronbach's Alpha if Item Deleted
About Mobile Banking	.509
About Mobile Shopping	.585
About Mobile Payments	.522
About Mobile advertising and Marketing	.580
About Mobile Entertainment	.562
About Mobile Ticketing	.531

Table 4 shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results. The Cronbach's Alpha value for About Mobile Banking -.509, About Mobile Shopping - .585, About Mobile Payments- .522, About Mobile advertising and Marketing- .580, About Mobile Entertainment- .562, About Mobile Ticketing- .531 this indicates all the parameter can be considered for analysis.

**Histogram Flat**



**FIGURE 1. About Mobile Banking**

Figure 1 shows the histogram plot for About Mobile Banking from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 4 for About Mobile Banking except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

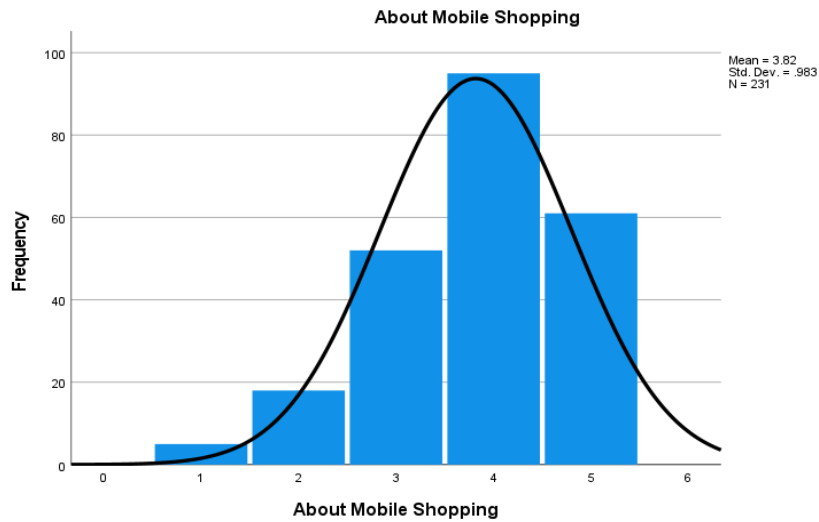


FIGURE 2. About Mobile Shopping

Figure 2 shows the histogram plot for About Mobile Shopping from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 4 for About Mobile Shopping except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

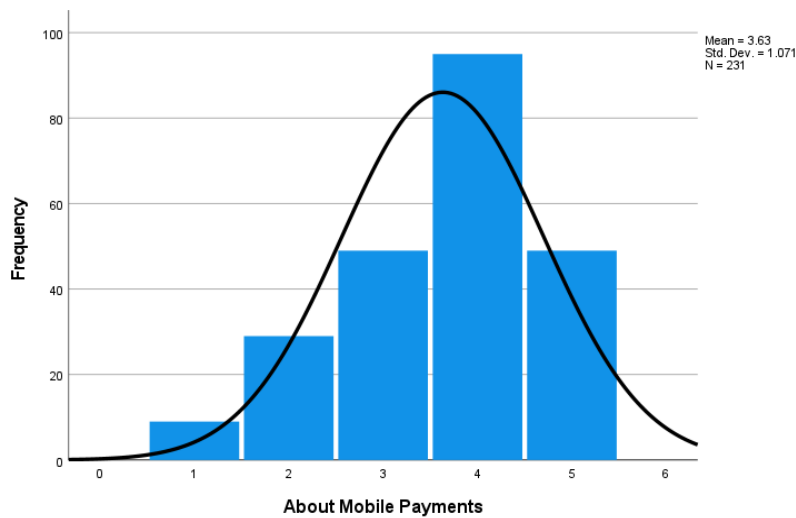
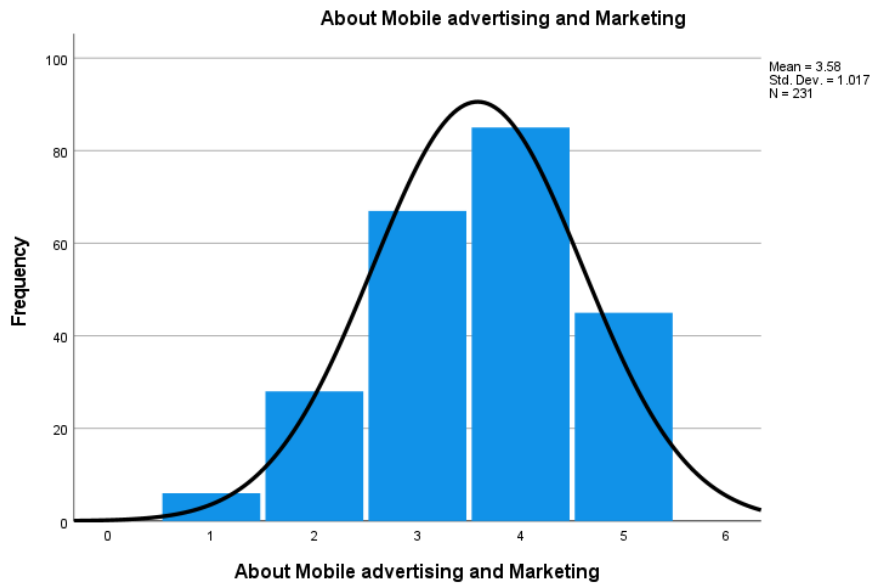


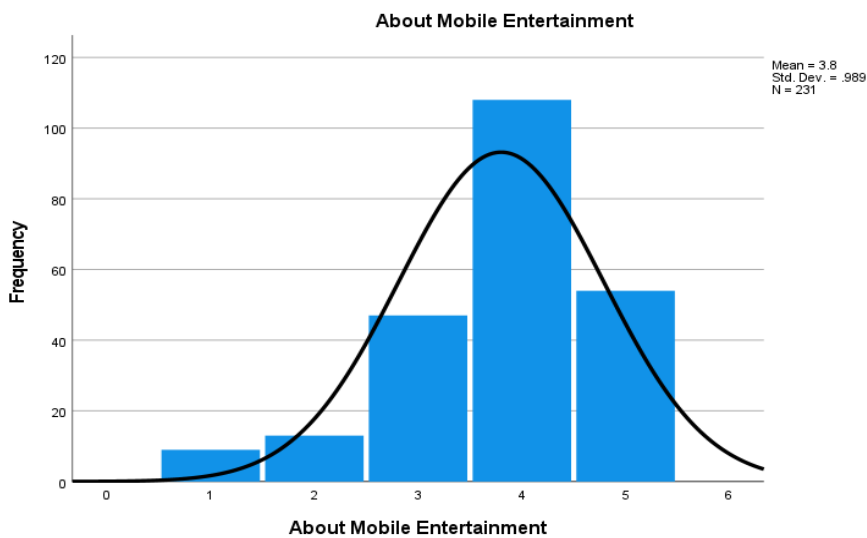
FIGURE 3. About Mobile Payments

Figure 3 shows the histogram plot for About Mobile Payments from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 4 for About Mobile Payments except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.



**FIGURE 4.** About Mobile advertising and Marketing

Figure 4 shows the histogram plot for About Mobile advertising and Marketing from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for About Mobile advertising and Marketing except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.



**FIGURE 5.** About Mobile Entertainment

Figure 5 shows the histogram plot for About Mobile Entertainment from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 4 for About Mobile Entertainment except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

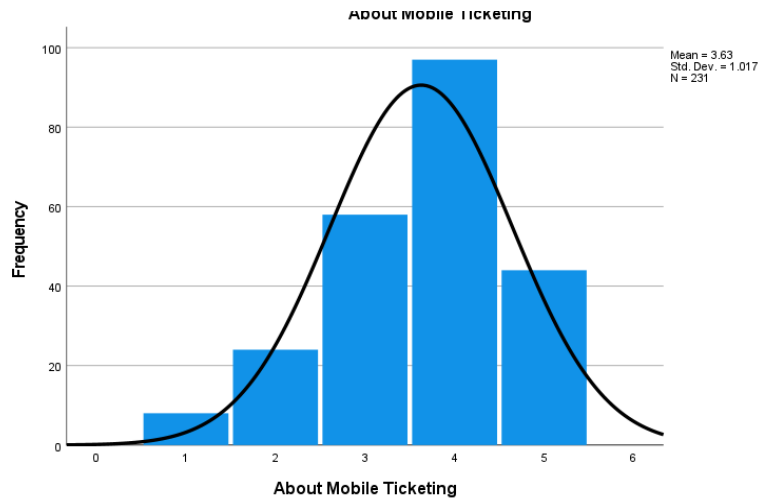


FIGURE 6. About Mobile Ticketing

Figure 6 shows the histogram plot for About Mobile Ticketing from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 3 for About Mobile Ticketing except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

TABLE 5. Correlation

	About Mobile Banking	About Mobile Shopping	About Mobile Payments	About Mobile advertising and Marketing	About Mobile Entertainment	About Mobile Ticketing
About Mobile Banking	1	.179**	.396**	.112	.255**	.293**
About Mobile Shopping	.179**	1	.130*	.254**	.012	.162*
About Mobile Payments	.396**	.130*	1	.051	.382**	.193**
About Mobile advertising and Marketing	.112	.254**	.051	1	.077	.287**
About Mobile Entertainment	.255**	.012	.382**	.077	1	.159*
About Mobile Ticketing	.293**	.162*	.193**	.287**	.159*	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
 \* . Correlation is significant at the 0.05 level (2-tailed).

Table 5 shows the Correlation between motivational parameters towards mobile banking. For About Mobile Payments has more to do with and less to do with mobile advertising and marketing. Next is the relationship between motivational parameters about mobile shopping. Advertising and marketing about mobile has more to do with mobile entertainment and less to do with it. Next is the relationship between incentive parameters for mobile payments. Mobile advertising and marketing has more to do with mobile banking and less to do with it. Next is the relationship between the motivational parameters of mobile advertising and marketing. For About Mobile Ticketing has more to do with Mobile Entertainment and less to do with. Next is the relationship between motivational parameters about mobile entertainment. Paying about mobile has the highest correlation and the lowest correlation with mobile shopping. Next is the correlation between incentive parameters for mobile ticketing. Mobile banking has more to do with mobile entertainment and less to do with it.

#### 4. CONCLUSION

Mobile Commerce Service. Mobile commerce has become an innovative force in the frantic digital society we live in. The world of business is now at our fingertips thanks to smartphones and mobile applications, which streamline and simplify exchanges and purchases. M-commerce for short or smartphone shopping, is a growing and thriving industry. service that is redefining how we interact with goods and services, enabling customers and companies alike, and opening an ocean of potential. Mobile commerce delivers a distinctive and personalised buying experience by leveraging the potential of mobile technology, overcoming geographical limitations, and bringing up new spheres of comfort, effectiveness, and connectedness. The significance of mobile sales (m-

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