



CONSUMER ATTITUDE TOWARDS M-COMMERCE: A CASE STUDY OF PUNJAB

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ABSTRACT

As the number of mobile phone users is growing, purchasing products and services using mobile phones and other mobile devices are also increasing. It is crucial for companies to fully understand what influences consumers' satisfaction. As consumer attitude of services would influence the level of satisfaction, companies should then pay attention to the attributes that are perceived as important by consumers for making choices. The purpose of this study is to evaluate the status of m-commerce in Punjab in terms of consumers' attitudes towards mobile commerce in Punjab. Mobile entertainment services, banking and financial services via mobile phones and speedy transactions are great concerns to the mobile phone users in Punjab. Security of mobile transactions, access speed, lower price and ease of use are major hindrances in the acceptance of mobile phone as a marketing tool. The outcome of the study would be of a particular interest to the private and public telecommunication organizations; especially those that intend to invest in m-commerce in Punjab.