

Determinants of Technological and Socio-Cultural Environment of Mobile Phone Outlets

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Abstract

Technology has into each and every corner of the World. Business transactions are now via mobile that is now termed as mobile marketing. However, sale of mobile outlets is affected by marketing environment. Aim of this study is to know the environmental determinants of owners of mobile phone outlets. Study considered 146 respondents from mobile phone outlets were selected using a convenient sampling technique. Data were collected using questionnaire during 2013. Results showed that according to Cronbach alpha, 2 items of technology and 4 items of socio-culture are higher than 0.6 that shows higher reliability. Similarly, items of technology and socio-culture are all greater than 0.6 that shows sampling adequacy. Value of measure of Keyzer-Meyer-Oklin (KMO) is greater than 0.5 that shows enough of samples. Technology and socio-cultural factors explain around 96% and 71% of the total variation respectively. Factor score of technology factor is 0.499758. Factor score of socio-culture factor is 0.2499505. Based on factor score, Technological factor and socio-cultural factor has been ranked as first and second.