Mobile Commerce: An Overview

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ABSTRACT: M-Commerce makes easy to discover the products available in the market by utilizing wireless devices. Now a days everything is available in mobile phone even banking transaction are made easy with the help of various applications. Not only searching the product but also running your business made easy by mobile commerce. Mobile is nothing but bank, money, remedy for any issues, business, IT as well as provides every update required to maintain the health. In one click you can access the doctors form every corner of the world.With mobile commerce, customers need not travel to the store to purchase their needs, rather, they can buy their products online. So, this decreases their effort, money and saves their time. That makes the life easier andraised the standard of living. Mobile has replaced the many things in simplest and collective way as baking operations, purchasing product accessing doctors, accessing information, seeking health and tips, trading shares and what not. Looking in this huge change that made by mobile commerce, we have taken a topic mobile commerce: an overview to study the concept of mobile commerce as well as benefits of the same. Along with this other objective of this paper are study of reasons for emerging mobile commerce, and issues in mobile commerce.

KEYWORDS: Mobile Commerce, E commerce, m- commerce, E banking, E business

I. INTRODUCTION:

Mobile commerce (m-commerce) can be viewed as a subset of e-commerce and refers to any transaction with monetary value that is conducted via a mobile network. When users conduct e-commerce such as e-banking or purchase products, they do not need to use a personal computer system.Now a days mobile phone rather smart phones, tablets, I-pad have become common to common people, we can saythat people are becoming more mobile habitual and also it isavailable at very nominal and reasonable prices.In the current Business organizations, mobile commerce or M-Commerce has been entered in finance, services, retails, telecommunication and information technology services and many other areas of business. In these sectors, M-Commerce is not only being widely accepted but also it is being more used as a popular way of business/ commerce. Mobile commerce can have an important influence on business and society in the future. Hence, M-commerce developers and practitioners must understand consumers' perception of m-commerce applications in order to better design and deliver m-commerce service.

Smartphone penetration will increase from 8% by end 2014 to more than 21% in 2017 — ensuring that a large population is m-commerce ready," says Katyayan Gupta, analyst, e-business & channel strategy, Forrester Research.

Analysts forecast that m commerce market in India to grow at a CAGR of 71.06 % till 2016. The smartphone users today are 44 million in number which is growing at 150% year over year Also according to a survey conducted by The Associated Chambers of Commerce and Industry of India (ASSOCHAM) says that Delhi is the most adapted city to ecommerce followed by Mumbai and Ahmadabad. Ashvin Vellody, Partner – management Consulting, KPMG states that 30% of shopping queries is generated using mobile phones.

In this paper overview of this all as merits, demerits & issues and reasons for the emerging market will see in details, so the objectives of the paper are as follows.

OBJECTIVES:
1. To study Reasons for emerging a mobile commerce
2. To studymerits & demerits of M-commerce.
3. To find out the issues in using M Commerce.

RESEARCH METHODOLOGY:

Research paper is based on secondary data and collected from various journals, articles, news papers and browsing various websites and view expressed by expert on blogs.

MERITS OF M-COMMERCE

As we know now a days M-commerce is growing rapidly, the number of mobile phones is growing. M-commercehelp each individual to do his/her work smoothly according to their schedule. The benefits of M-Commerce are as follows:

➢ Easy to carry mobile- As Mobile device is easy to carry by user, it helps user to avoid to go to shops physically as it alsohelp to avoid once use of laptops.

➢ Saves time-For making an m-commerce transaction it is not needed that the user needs to plug in his laptop or PC and wait for the system to reload. It is enough that you just hit a single button on your mobile device.

➢ Quicker access-connecting through a mobile is faster than the other mode of connections or using wire connections.

➢ Electronic Wallet-Analysts believe that easy mobile payment is one of the main prerequisites for the success of m-commerce, when the mobile phone can functions as an electronic wallet for mobile payments.

➢ Flexibility and accessibility- Users can be accessible through their mobile phones and at the same time be accessible online to by logging on to various mobile messengers like Facebook, Twitter, Gmail and other networking platforms.

DEMERITS OF M-COMMERCE

➢ Technology constraints of mobile devices as it's a electronic instrument so issues regarding, memory, Processing power, display capabilities, input methods etc may arises.

➢ Less Graphics Resolution-In comparison of computer/laptops mobile has less resolution. In other words product is not properly displayed compared to laptops/computer.

➢ Less Functionality-As Mobile Phone Provide Less Functions compared to Laptops. Here functionality is limited for mobile phones.

➢ Lack of Awareness- in India people do not aware about M-commerce. Literacy rate of India is grown by 74.04%, but in world literacy rate is 84% in 2011. People in India is Uncomfortable to buy products through M-commerce

➢ Again the security issues people are not ready to purchase from the mobile phones.

REASONS FOR EMERGING A MOBILE COMERCE:

Recent research and development activities are lead to provide the mobile phones with advance facility and also with more efficiency with cheaper rate, so that the use of the mobile phone is increases and that lead to emerging a mobile market. There are various reasons as follows:

➢ Growing Urbanization: Growing numbers of people are migrating from rural to urban areas all around the world. The majority of urbanization occurs in developing nations, especially in Sub-Saharan Africa and emerging countries in Asia. Latin America is now highly urbanized, with 80 percent of its population living in cities. The same is happening with the India.

➢ Perception: Now a days perception of the peoples toward the mobile app, mobile commerce are becoming positive and they tend toward the purchasing habit from the online stores, and more likely use the M – banking and other ways.

➢ The Growth of Mobile Budgets:In the last few years, mobile data has grown significantly. According to reports, last year saw an increase of 77% in mobile data traffic due to emerging markets. The constant use of mobile phones provides the unique opportunity to reach audiences at any place and at any time. With cheap models on the market, mobile devices are often the first link users in growing economies have to the internet. Therefore, mobile becomes a serious opportunity for those who do business in emerging markets.

➢ Safety: It is safe to use the Mobile for carry out the transaction by obtaining OTP, that is one reason to emerge mobile commerce.

➢ Personalization of Ad Campaigns: Advertising personalization became one of the major trend predictions in 2016. With constant development of targeting technology, reaching the right audience is a lot easier. The outcome: data has to become more behaviour-driven and marketers should target users at the point of engagement. Reaching the right audience is as important as ever, and industry players in emerging markets will pay a closer look at the opportunities advanced targeting has to offer.

➢ Convenience: Every time it is not possible for everyone to carry laptop of PC over journey or any places, mobile is very convenient to carry out the transaction at any time that is more convenient for everyone.

➢ Ease of Use: Operating over the Laptop or finding every time net cafe it is difficult, mobile operation is easy and simple to understand and fast compare to other.

➢ Mobile Search Enhancements: App search enhancements are going to be a global trend

for 2016. Various app are launched by the banks and every commerce sites that helps to serve better and make ease of use to all user. That is one of the reasons to emerge the M Commerce.

ISSUES IN USING M-COMMERCE:
➢ M-commerce in India is still in developing stage and ecommerce companies are still experimenting with mobile sites and mobile apps, to make shopping experiences for the customers convenient and user friendly.
➢ Many people are using smart phones but still people in India not aware about what can be done using mobile phones due to lack of awareness and knowledge.They feel insecure while making payments over mobile phones specifically older people are believe on traditional purchasing.
➢ Low internet connectivity like 2G, 3G. The rates of 3G have declined tremendously in India but not all phones supports 3G. And the speed of 2G is not supporting to make successful surfing and transaction. Also we have 4G available now but again its limited to cities and areas in India; if 4 G is available again the device and connection rate is very high.
➢ Everyone wants safe and secure transaction, but looking in to the increase rate of hacking, phishing, identity theft is always there as users don't have security software available in their phones. And while accessing apps their identity and personal detail and bank credentials is used by the app store that is again a issue.
➢ In India people are having tendency of Research Online and Purchase Offline. Huge number of people are using and buying using phones, many people still prefer viewing products and comparing online but they believe in feel and buy method as they don't want to involve in returning policies in fact not having the proper trust among them. Most of Apps are using English as a default language so, that is again a barrier for those who are not having knowledge of the same.
➢ If we compare the e commerce site with the mobiles app, mobile app are little bit complex and somehow difficult to understand. This are the issues while using the m commerce, still m commerce is gradual increasing the purchasing habit.

II. CONCLUSION:

The research paper shows that M-Commerce is gainingits market in India in spite of its issues.The reason for its spread is the ease of availability ofsmartphones, various user friendly apps because of which people have got thefreedom to not only make audio and video calls but theycan now almost access every aspect of business fromviewing the product to, purchasing in just fewclicks. Along with this we can also use many servicesavailable in form of m commerce like ticket booking, mail accounts, purchasing, banking, record maintaining etc. M commerce also may haveadverse aspect like security issues, wirelessconnections are very open threats, also when we accessthese applications our personal data, mobile phonedetails, locations and permission to use our data isallowed to the providers and public that is again a risky one.There are many reasons for successand failure of m commerce. Every coin has two sides so, M Commerce is having benefits as well as issues, companies and government are trying to solve the issues, and inspite of this; the percentage of M commerce is growing gradually.

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