Impact of Mobile commerce in E-commerce in perspective of Indian Scenario

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"The great advantage [the telephone] possesses over every other form of electrical apparatus consists in the fact that it requires no skill to operate the instrument."
—Alexander Graham Bell, 1878

Abstract: **The purpose of the research paper is to identify the progress and future impact of M-commerce in e-commerce. In E-commerce we buy and sell goods and service online by the computer and laptop. But in M-commerce the user not use mobile only for chatting and SMS and listing songs and videos but it also used for other ways like sale, purchase and do many more other activities like get traveling information online, online booking etc. The technology used in M-commerce based on wireless application protocol (WAP). M-commerce helps in improving relationship with customer and provide helpful environment to do business transactions and business online. M-commerce is a term that is used to refer to the rising practice of conducting financial activities with the use of a wireless handheld device.**
Keyword: Abstract, Introduction, scope and impact on e-commerce

1. INTRODUCTION

Before understanding of E-commerce and M-commerce first of all we understand what commerce is. Because time has changed and according to time definition of commerce also has been changed. Simply Commerce is Exchange of goods or services usually on a small and large scale from place to place or across city, state, or national boundaries. In traditional commerce People can buy things easily but they face some problems like distance, time availability, not safe payments mode and cost difference. But after change in technology and environments in business strategy people think about it and overcome from these problems with the E-commerce. The number of Internet users around the world has been gradually increasing and this growth has provided opportunities for global and regional e-commerce. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time it also elimination of paperwork and bureaucracy and provide online services such as banking, ticketing including airlines, bus, railways, bill payments, hotel booking etc. People do business online with the help of internet on the desktop, laptop tablets etc. online business changed a fully life style. People become more active. But people's need increased day by day and they want more convenient way for doing business and finally technology provide new opportunity in the form of M-commerce. The hasty expansion of mobile telephony has provided a base for M-commerce namely E-commerce activities passed out via a mobile device, such as a cell phone it is called M-commerce. M-commerce also refers to the transaction conducted via mobile device or Wi-Fi network. Now the people use mobile Internet applications to access a variety of services: Web information search, SMS (short message services), MMS (multimedia message service), banking, payment, gaming, emailing, chat, weather forecast, GPS (global positioning service), and document sharing, searching etc.
Definitions: some definitions of M-Commerce are:

No	Definitions	Authors
1	Mr. Spitz said he was recently stopped at a traffic light and the sun was bothering his eyes. By the time the light turned green, he had used his phone to order and pay for sunglasses.	(New York Times, June 27, 2012)
2	"the use of mobile hand-held devices to communicate, inform, transact and entertain using text and data via connection to public and private networks"	Lehman
3	"m-commerce can be defined as "any transaction with a monetary value that is conducted via mobile telecommunications network"	Durlacher 1999
4	"the emerging set of applications and services people can access from their Internet-enabled mobile devices"	Sadeh 2002
5	"the use of mobile hand-held devices to communicate, inform, transact and using text and data via connection to public or private networks"	Skiba et al. (2000)
6	"M-Commerce is ability to conduct commerce, using a mobile device viz, a mobile phone, a PDA, a smart phone and other emerging mobile equipment such as dash top mobile devices"	Wikipedia

7	"Mobile e-commerce (m-commerce) is a term that describes online sales transactions that use wireless electronic devices such as hand-held computers, mobile phones or laptops. These wireless devices interact with computer networks that have the ability to conduct online merchandise purchases. Any type of cash exchange is referred to as an e-commerce transaction. Mobile e-commerce is just one of the many subsets of electronic commerce"	By Techopedia
8	"Mobile commerce is the use of wireless handheld devices such as cellular phones and laptops to conduct commercial transactions online. Mobile commerce transactions continues to grow, and the term includes the purchase and sale of a wide range of goods and services, online banking, bill payment, information delivery and so on. Also known as m-commerce"	By investopedia
9	"Electronic commerce transactions carried out via mobile, wireless terminals"	Dholakia and Dholakia, 2004
10	"the delivery of products and services via wireless technologies to enable e-commerce activities at any time or location"	Mennecke and Strader, 2001
11	"the new type of e-commerce transactions, conducted through mobile devices using wireless telecommunications networks and other wired e-commerce technologies"	Siau et al., 2001
12	"When defining mobile commerce in terms of an extension of electronic commerce, it is called wireless e-commerce"	Frolick and Chen, 2004
13	"Mobile Commerce is the use of information technologies and communication technologies for the purpose of mobile integration of different value chains an business processes, and for the purpose of management of business relationships."	Webagency, 2001

2. ADVANTAGES AND DISADVANTAGES OF MOBILE COMMERCE OVER THE E-COMMERCE

After the enormous expansion of e Commerce over the past few years, mobile commerce is stepping up to take its place. M-Commerce is an emerging discipline involving applications, mobile device and wireless networks. While most of existing ecommerce application can be modified to run a wireless environment. M- Commerce is beneficial for both types of businesses large scale and small scale. The mobile users increase day by day, so through Commerce, business gets large and growing market place for the natural range of goods and services.

- ❖ Now a day's Mobile is one of the technologies which become necessary for any person in social and business life than computers. So, it is easy to reach users through M- Commerce and cover wild distance.
- ❖ Most of the companies use the M-Commerce site to reach them by giving different and better deals in comparison to their competitor.
- ❖ Companies try to reach to the consumer directly through M- Commerce, so users have no need to go far to the store physically it save user's time and money.
- ❖ In M-commerce no need of the skilled consumer. Buyers can have look thousands of items on their cell phones and there is no need of online checkout process.
- ❖ It provides easy Connectivity. If the network signal is available, mobile devices can connect and do commerce transactions not only mobile to mobile but also mobile to other devices.
- ❖ It is very time efficient way of doing business because transactions do not require the users to plug anything like personal computer or wait for the laptop to load.
- ❖ Selling over mobile devices can acquiesce a very personal come across for the consumer, especially if the services and products you offer are individually tailored. Mobile devices are often kept very close and by providing the right kind of.

Disadvantages of M-commerce

- ❖ Lack of Internet Connectivity is the one of the most drawback of India because In India at rest internet connectivity is under the dark room; still broadband connection is not accessible at many places in India. Also 3G networks are not available at so many states.
- ❖ One of the limitation is mobile has no big screen like desktop or laptops, so sometimes users tired to navigate more and more to choose just one item from thousands. It affects shopping rates or in other ways I can say Technology constraints of mobile devices (Processing power, memory, display capabilities, input methods).
- ❖ Mobile commerce needs high-speed connectivity of 3G. Otherwise, it is become hectic for the user to go through entire product purchase process.
- ❖ In India enormous percentage of people lives in villages and small towns so 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. So it is very difficult for the all Indian People to buy products through M-commerce.

❖ In India, most of the people are not aware about the English language. So that for the transaction over internet through mobile devices, language becomes one of the major factors to purchases, hire and seller product or services.

M-commerce provides lots of Successful m-commerce applications and provide services to the user in different forms like:

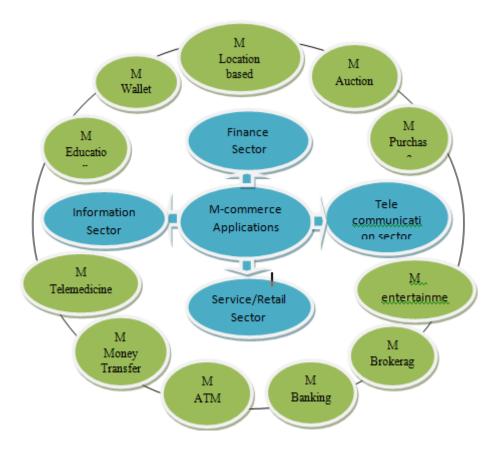| Mobile e-Banking services like account balance, money transfer, RD,FD, Credit card information etc	GPRS facilities for tracking location	Database, application like yellow pages, dictionary, restaurant guide
Online booking tickets of movies or railways/airline, bus. Hotel booking or reservation through mobile.	Life insurance account information (regarding policy ,online payment etc	Auctions, Traffic reporting, online recharge, Wallet
News/information (headline, sports, weather, horse racing information, business, horoscope	Online telephone booking, online booking grocery from store like big basket	Entertainment (SMS, video calling Movie, Songs, stories, mails etc.)

Figure 1: M-Commerce Applications and Services

Here is a list of innovative mobile commerce apps. Several of the apps are marketplaces or help users to discover new products. There are also some resourceful apps that redefine how we purchase daily goods and services.

Baked by Melissa

Baked by Melissa decided to develop an iPad application instead of going the iPhone app route. Through the iPad app clients are also able to post their cupcake to the Baked by Melissa public gallery, share it on Facebook with friends and family and buy cupcakes for orders of 300 or more. (iOS)

Citi

Using this application, clients can access their finances, customizable charts of payee spending and compare personal spending habits with general consumer data, analyze personal spending habits, filtering by location, income bracket, age group and purchase category. (Android, iOS)

Domino's Pizza

In 2012, Domino's not only developed a mobile app for Android devices, but for Windows Phone 7 as well. At the present time, Domino's Pizza offers its mobile ordering app to more than 80% of smartphones. In March, Domino's has surpassed 140.000 downloads for its Android mobile ordering app. (Android, iOS, Windows Phone)

Home Depot

The application showcases interactive content that lets users view best design trends. Through the application consumers can browse a series of articles that were created from scratch for the application. (Android, iOS, Windows Phone)

Ticketmaster

The mobile app is a great way for consumers to browse and search for concerts and games in their region. The application also includes social media. Consumers can share their plans with friends and family through social networks such as Twitter, Facebook and Foursquare. (Android, iOS)

TGI Fridays

This application lets consumers find the nearest location, browse the restaurant's menus and a check out the company's rewards program. What is amazing about the application is the ability for clients to pay their bills. (Android, iOS)[1].

Spring

Spring offers an Instagram-like photo feed of products to purchase, with a curated community of brands that includes luxury labels and emerging designers. Explore collections curated by influencers and editors. Spring has no shopping cart. After users have initially filled out credit card and shipping info, they just swipe beneath an item to buy it. And after users like an item, the seller can send them push notifications.

Raise

Raise is an app to buy and sell gift cards. Access the Raise marketplace to find discounted gift cards to brands such as Target, The Home Depot, and Macy's. Or use the Raise marketplace to sell gift cards for cash at the price you choose.

3. IMPACT OF M-COMMERCE ON E-COMMERCE

Online shopping shifts to Smartphone from desktop computers. M-Commerce has proved a major boon for business sectors like fiancé, telecommunication, Retail sectors, Information Sector etc through its versatility and superiority. Increasing internet and mobile saturation, growing acceptability of online payments and favorable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers. it's become crucial for e-commerce companies to have mobile apps that are easy to navigate and designed attractively. To achieve these goals most large e-commerce companies such as Flipkart, its unit Myntra and snap deal have paid top dollar to attract product experts, whose main task is to improve the user experience on mobiles and build a stronger technology infrastructure. Mint has compiled a list of the number of app downloads, user reviews and app rating of 10 popular e-commerce brands, based on data from Google's play store. These numbers give an indication user perception of the apps as well as the products and services of

these 10 brands [2].

		APP DOWNLOADS	USER REVIEWS	AVERAGE RATING
	Flipkart	10-50 mn	1.25 mn	4.2
	Myntra	10-50 mn	282,000	4.0
	Amazon	10-50 mn	294,000	4.1
	Snapdeal	10-50 mn	738,000	4.2
	Paytm	10-50 mn	731,479	4.3
	Ola	10-50 mn	178,744	3.9
	Uber	10-50 mn	238,993	4.2
	Jabong	5-10 mn	99,369	3.9
	Shopclues	4 mn	99,614	3.9
	Meru	1-5 mn	35,434	3.8

Quite a lot of business dealings no matter how big or small are being finalized on the mobile phone. Customer would be able to book the order, can hire carrier/courier services and above all could also pay the dues related to it through mobile. According to a January 2016 survey, 42% of online shoppers in India prefer to shop on mobile apps as compared to 39% on desktops. However, consumer preference to shop via mobile websites has jumped from 5% in 2014 to 19% in 2015[3]. The scope of mobile Commerce works vastly business sector including all big and major financial institutes, banks, stock market and share brokers. Whenever any user needs money or wants any sort of banking and finance related services people can access the services or register services via voice calling or via Short Message Services (SMS) services. WAP based mobile handsets allow the user to access the official website of the institute.

It's really Shopping online through smart phones is proving to be a game changer, and industry leaders believe that m-commerce could contribute up to 70 per cent of their total revenues. . In India roughly 60-65 per cent of the total e-commerce sales are being generated by mobile devices and tablets, increased by 50 per cent than the last year and also likely to continue upwards, it added.

Thus it is not surprising that mobile commerce is emerging much faster than its fixed counterpart. M-commerce is more personalized than e-commerce and thus needs a gentle approach to appraise m-commerce applications. According to these report Projections by Cisco put the number of Smartphone users in India at 651 million by 2019, a near five-fold jump from 140 million by end-2014. The study, released in February, noted a 54 percent surge in the number of smart phone users in 2014 as the average price of handsets fell to around $150 last year and as smart phone penetration increases in rural India. "India has a huge opportunity for mobile commerce. This is the first time a majority of Indians are getting connected to the internet. They are discovering products at costs that are lower than they've never seen before, and they are getting products that were not available in their market before. So it's a huge opportunity," FreeCharge's co-founder Sandeep Tandon told CNBC."In July 2014, we had about 15 percent of transactions coming from mobile. In a year, we have gone from 15 percent to 70 percent. This kind of revolution is almost unforeseen and we have to come up with a whole new set of products to deal with that," Flipkart's chief product officer Punit Soni told CNBC in September[4]. According to recent survey conducted by ACNielsen and Paymate, India has currently around 5 million M-commerce users. In India paymate, oxycash, mcheck and ITZcash are some players in M-commerce. In Bangalore consumer are paying water bills with their mobile phones, consumers in Chennai paying property taxes using mobile phones, services provided by ngpay technology. Consumers tie their debit or credit cards to the mobile platform[5].According to recent survey conducted by ACNielsen and Paymate, India has currently around 5 million M-commerce users. In India paymate, oxycash, mcheck and ITZcash are some players in M-commerce. In Bangalore consumer are paying water bills with their mobile phones, consumers in Chennai paying property taxes using mobile phones, services provided by ngpay technology. Consumers tie their debit or credit cards to the mobile platform.

According to the report, the growth was driven by India's mobile-first apps such as Flipkart and Paytm, with Amazon completing the top three. The report attributes first time smart phone users across India for such phenomenal growth in retail apps. Another interesting trend the report reveals that six out of the top 10 retail apps have a mobile-first retail strategy. This is in stark contrast with trends in developed markets such as the US where a retailer who are actively selling offline and online have about 40 percent of downloads [6].

4. M-COMMERCE ISSUES AND CHALLENGES

Mobile commerce is facing many issues and challenges in India Because India is a rural country and huge amount of people from small towns and villages. Poverty and literacy is a big hurdle in development. Today after the great evolution of technology still people use traditional ways to do business because there are lots of

limitations. People taking the advantages of new technology but not proper or i can say fully. People uses phone but smart phone is must for m-commerce. poor people can't buy smart phone or in other condition if they buy smart phone but they can't do business or use other applications because language problem understanding problem. There are number of challenges and issues faced by m-commerce in India like:

1. Security issue: The main issue in mobile commerce is security. Users be concerned that their devices could be hacked or attacked by some kind of viruses. Some time having mobile transactions user lost their money and to avoid such problems users avoid of using such mobile commerce related services

2. High cost of Smart phone: - In India total numbers of mobile phones are 1, 104, 48000; it is 90.47% of entire population of India but the world's percentage of mobile phones is 97% in 31 Oct 2013. This figure explains that number of mobile users is less in India as compare to world number of mobile users. In India mobile network is not available in entire region; low connectivity problem is still faced by our Indian people in remote areas[7]. On the other hand smart phones are very costly and not reliable for long time people face problem like hanging set, low battery and data lost of because of virus.

3. Lack of awareness - In India most of the people do not aware about the term M-commerce, literacy rate grew by 74.04%, but the world's average literacy rate is 84% in 2011. People still afraid to accept to purchase things online as well as they are feeling uncomfortable to purchase a product through M-commerce.

4. Low internet connectivity- Internet connectivity is big issue. At the rest broadband connection is not available at many places in India. Also 3G and 4G networks are not available at so many states.

5. Lack of standardized Mechanism: Wireless internet infrastructure in not sufficient to provide the path the mobile industries for their growth and success. Government is yet to provide such sufficient infrastructure for the growth of wireless industry without such support mobile commerce market could become severely crippled.

6. Privacy: Privacy is a another big issue related to the growth of m-commerce. For all kind of monetary transactions or other services one need to disclose his identity which many a time creates a huge problem for the customer. Hackers hack the security or wireless transmission and obtain all the information related to the customer, which may be related to the social or financial matter or a customer

5. CONCLUSION AND FUTURE SCOPE

This research paper shows that Mobile commerce is the extension of e-commerce. It works within a mobile device using a mobile network infrastructure. M-commerce is an rising technology like a e-commerce. It has numerous issues and concerns with them. These days everybody is busy in their life and they want save the time and money. M-commerce is technology is very suitable for saving time because people would not go outside and using smart phone and do many works like transaction ,sale purchase etc. But now a day's people face many problems in fully adoption of this technology because there are lots of problems. We discussed earlier in challenges.

These problems can remove by the following some steps by the people, government and business strategies. There are plenty to be worked from the government surface and provider side to make m commerce a success by taking necessary steps to enhance these growth factors like building of infrastructure to internet connectivity, provide consciousness and educated more people for English language, reduce Cost of Wireless Connection, provide security and safety on mobile devices. Future of Smart phones are all over the place and peoples are going to use mobile, and developers are constantly update m-commerce technology day by day according to users need . Needless to say, online marketers are custody their eyes open for the latest advancements in m-commerce.

REFRENCE

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