THE IMPACT OF M-COMMERCE IN INDIA

Jafrin .S, III-B.Com,

Rabiammal Ahamed Maideen College for Women,

Thiruvarur, 7358409077, jafrinofl25@gmail.com

Ananditha .B, III-B.Com,

Rabiammal Ahamed Maideen College for Women,

Thiruvarur, 9791042891, ananditha1805@outlook.com

ARTICLE DETAILS	ABSTRACT
Research Paper	M-Commerce (Mobile Commerce) is commercial transactions conducted electronically by handheld devices. It can be based on B2B, P2P and B2C Oriented. Day by Day people are getting upgraded to advanced technology. And now people got transferred from Direct market to M-Commerce. The Omnichannel, Reachability, Mobility and Flexibility features in M-Commerce have led to an increase in the number of Mobile Users and subscribers of Mobile internet in India. Mobile commerce is going through a transformation and is reaching a wider audience. It is an Innovation i.e. completely changing the traditional way of business. This study wants to emphasize the significance of M-Commerce, its pros and cons, its upcoming trends and Impact of M-Commerce in India
Keywords : *M-Commerce, E-Commerce, Mobile, Customer*	

Introduction

Mobile Commerce (M-Commerce) is otherwise called as M-Business, comprise of any business activities conducted over wireless telecommunication network. M-Commerce can also be defined as "Any transaction having a monetary value that can be conducted through a mobile communication networks or Wi-Fi network". In short, business to consumer transactions conducted from a mobile device is known as M-Commerce.

> **Internet + E-Commerce + Wireless = M-Commerce**

People are using mobile application instead of web application for utility bill payment, ticket booking, fund transfer, email and so on. Thus M-commerce is replacing E-Commerce.

Definition

Kevin Duffey is the father of M-Commerce. M-Commerce services were first delivered in **1997**, Coco-cola was first introduced to the market in Finland with the introduction of mobile phone-powered Coco-colas in the Helsinki region.Dholakia and Rask has defined tis term as, " Any activity that involve monetary transactions conducted over a mobile telecommunication network." According to Kevin DuffeyM-commerce is,"the delivery of E commerce capabilities directly into the consumer's hands, anywhere, via, wireless technologies."

Objectives of the study

- To study the various M-Commerce Applications
- To portray the Future of M-Commerce in India
- To identify the M-Commerce Challenges in India

Reviewthe Literature

The literature review if the spectrum centers on the definitions, extents, advantages and disadvantages of the m commerce in India.**Kevin Duffey (1997),** the one who coined the word "M-Commerce", has defined M Commerce as," A retail outlet in your best customer's pocket."

Expert in communication, **Paul Budde (2010),** presents his overview of m commerce in Australia in his paper," Australia-Mobile Data-Mobile Commerce and M-Payments." (2010). He also highlights the key factors that will influence the future market transactions.

According to **K. S. Sanjay (2007),** mobile hand-held technology is less expensive and offers users greater flexibility and efficacy. Although M commerce is the subset of e commerce, it differs in that It makes use of wireless technologies. Thus, it provides with easier and adoptable experience to the users.

Research Methodology

Secondary sources, published works, data and reports have all been used to achieve the aforementioned goals. Numerous journals, reports, magazines, and websites have provided the data.

Tools For M Commerce:

- Google forms

Result Analysis:

With the help of Google form, we have attained the result in comparison of online marketing and direct marketing. Most probably they prefer Mobile Commerce than Direct Marketing. People prefer a product or service being purchased from online shopping. In that case,11.4% for food, 58.6% for Accessories, 24.3% for learning, 1.4% for medicine, 4.3% for cab.The following sites are preferred by people for online shopping. 44.3% for Meesho, 34.3% for Flipkart, 21.4% for Amazon. Mode of Payment: 82.9% for Cash on Delivery, 1.4% for Debit cards, 2.9% for Credit cards, 12.9 for Online payment apps.

Significance of M Commerce

A research paper's significance can be separated into two categories. Firstly, for the M commerce sector, it is beneficial to gain a deeper understanding of the challenges encountered when establishing or growing a m commerce business in India. Second, the government should examine the factors driving the expansion of the m commerce sector in India and consider hoe legislation could expand this sector's growth and while also advancing national development.

Impact of M-Commerce In India

SWOT Analysis:

SWOT analysis is a strategic planning method used to assess the strengths, weaknesses, opportunities and threats of a project or business. It determines the internal and external variables that are positive and negative for the attainment of that objective.This SWOT analysis is done for m-business to identify its problems such as weaknesses and threats so that research can be motivated and M-Business can be directed more successfully.

Strength :

Imaginative Plans of action: Arising rivalry make development in all areas and creative ways draws in client's approach to carrying on with work. M-trade is such an innovation which offers another business development to ventures and buyer

High velocity Web Availability: The High rates accessible with 4G organizations make it conceivable to take much lengthy administrations on a cell phone in several seconds. By utilizing Fast Web Network m-trade save our time and gives more conservative assistance in examination of PC/workstations

Adoption by consumers: In today's world, people are ready to adopt a lot of new things because they want convenience. M-commerce gives step by step new innovation to make life all the simpler and solace.

Weakness:

Limited Memory: Mobile commerce necessitates a large amount of memory space on the device, but this is beyond the device's practical limit. is restricted

Restricted computational power - Computational power alludes to the speed that guidelines are done and is regularly communicated as far as kilo flops, megaflops etcetera. Registering power would incorporate this however cell phone have it in constraint.

Opportunities:

The security and privacy hazards: M-commerce transactions involve gathering personal information. Consumers' financial information is included. Security and privacy are raised by m-commerce transactions. Consumer issues and concerns around mobile spam are among the issues.

Multiple means of infection: Viruses, PINs, and passwords can all be used to infect a mobile device. It's easy to guess, messages might get lost, fake cardholder or payment provider information, and messages could be spoofed. Do it again. The rules for keeping m-commerce transactions safe.

Threats :

Mobile Device Theft Risk - Lost or stolen devices are currently the biggest threat to data on themobile platform. As more and more employees work on smartphones and tablets, it's up to security teams to keep email and application data safe on these those phones and other devices.

No Data Privacy - Data security threats to mobile commerce are increasing every day due to these dataand unauthorized voice messages.Small Screen Size of Mobile Phone Terminals - Mobile devices are small in size compared to Computers/Laptops/Laptops, sometimes its impact on m-commerce. No standards for m-commerce - standards are needed to support mobile commerce in today's fast-paced lifestyle.

Global mobile commerce revenues are expected to reach $4,574 billion by 2023, following years of spectacular expansion in this market. According to a recent PayPal study, 70% of Indian consumers prefer to do purchases using their mobile phones.

Pros of M-Commerce:

M-commerce facilitates easy and seamless operation of daily schedule. These are some of its advantages:

User-friendly: Websites are designed with a great deal of user-friendliness these days. Customers can find a specific product more quickly and easily with the help of its predict search option.

Carrying a mobile device is effortless for users: as it reduces the need for them to physically visit any specific store, and it also aids users in avoiding a single computer or laptop use.

In areas with poor internet connectivity: M-commerce works well in situations when there is limited internet connectivity and slower website loading times. When compared to using the internet via computer devices, using mobile devices is also more cost-effective because less internet data is used.

Secure transactions: M-commerce provides an additional guarantee of secure transactions by sending a confirmation code via email and mobile device. Additionally, the transaction will be processed after this code has been filled out, reducing the likelihood of incorrect transactions and removing unsafe transitions.

Budget-Friendly: Both cost savings and higher productivity result from it. Because mobile apps let you get in touch with customers faster, m-commerce is cost-effective because it saves money on marketing campaigns. Additionally, it is now more productive and efficient than before while putting less strain on the staff.

Cons of M-Commerce:

Absence of Internet Accessibility: Broadband access to the internet is still unavailable in many parts of India, and internet connectivity is still restricted to dark rooms. Furthermore, 3G networks are not accessible in many states.

Reduced Graphic Resolutions: When compared to computers, laptops, and notebooks, mobile devices do not display products as accurately or correctly, which makes consumers less inclined to purchase a given product.

Lack of Awareness: The term M-commerce is still unknown to many in India. In India, people are still reluctant to adopt online shopping and find it awkward to use mobile commerce to make purchases.

Security Concerns: Because they were worried about the security of their personal information, consumers often showed a reluctance to share it with companies. For example, many consumers struggle with trust when a brand asks for their bank account details and credit/debit card number in order to complete an online purchase.

Uninterested Service: M-Commerce rarely or never includes speaking with customers directly. Technology is the only thing that truly interacts with customers. This suggests that the individualized attention that clients receive in a physical store is absent from M-Commerce.

Fraud Uncertainties: The prevalence of fraud and other issues that jeopardize the protection of sensitive data is the primary disadvantage of M-commerce. Yes, it has been observed that this disadvantage affects a lot of potential users. While online purchases can be less stressful for some customers, others avoid them out of fear.

Minimal Interaction with Clients: Another disadvantage that makes offline shopping so appealing to many consumers is the reduced opportunity for engagement with providers. Once customers have read the specifications and comprehended the features of a particular product, they will place their purchases without any further communication from the seller. Furthermore, customers are frequently not given the best attention available if they have any questions.

Application of M-Commerce:

Application of M-Commerce	Services Offered	Examples

Mobile Banking	Mobile Accounting Mobile Brokerage Mobile Financial Information	Quick Books, Zoho books, LinkedIn, Microsoft excel, Khatabook, Upstox, Olymp trade,Samsung pay,gpay
Mobile Entertainment	Mobile Gaming Download of music and ringtones Download of videos and digital Images Location based entertainment services	Wynk music, Spotify, YouTube music, Netflix, Amazon prime, Pinterest Youtube.
Mobile Shopping	Mobile purchasing of good and services	Amazon, Flipkart, Meesho, Ajio, Purple, Myntra
Mobile Marketing	Mobile couponing Organization of mobile events Mobile Newsletter	IRCTC, Book myshow, Book my trip,
Mobile Ticketing	Public transport Sports and culture events Air and Rail Traffic Mobile Parking	Ola, Uber, Rabido, Indigo, make my trip
Telematics services	Remote diagnosis and maintenance of vehicle Navigation services Vehicle tracking and theft protection. Emergency services	Google Map, Tata Motor, Jio tab, GPS, Samsara.

Future of M-Commerce:

Through the use of the mobile device's built-in wireless internet service, users will be able to conduct any kind of transaction, including purchasing and selling goods, requesting services, transferring ownership or rights, and transferring money. Assuming its broad potential application In order to clear the path for m-commerce, which would be extremely beneficial for them, all significant mobile handset manufacturing companies will produce WAP-enabled smart phones and offer the best wireless internet and web facilities covering personal, official, and commerce requirements. People will

be able to be contacted at any time and from any location thanks to widespread accessibility and ubiquitous computing. The following are some of the current and future Mobile commerce trends:

1. Mobile Search engine optimization
2. Mobile reconnecting
3. Virtual shopping assistant
4. Chatbot assistant
5. Mobile ticketing
6. Virtual reality

Mobile commerce appears to have a bright future ahead of it, with anticipated development in the upcoming years. Retailers will persist in prioritizing mobile-first design and providing additional services tailored to mobile devices, like mobile payments and augmented reality. The distinction between mobile and traditional e-commerce will continue to fuzziness as mobile devices become more and more ingrained in our daily lives.

Conclusion

M-commerce emerged as a result of the mobile phone market's explosive expansion. Due to the exponential growth of the global phone industry, marketers began to perceive mobile devices as a means of product and service promotion and sales. It became essential to comprehend and evaluate the mobile industry in order to build an appropriate M-commerce plan. For that reason, we made the decision to examine customer behaviour and attitudes in relation to this phenomena in order to determine how they felt about using mobile Wi-Fi.

Reference:

- KarabiBandyop-adhyay "Mobile Commerce" New Delhi, India: PHI
- Brain E Mennecke and Troy J Strader "Mobile Commerce: Technology, Theory and applications": IRM Press