

M-Commerce: A New Landscape of E-Commerce

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Abstract

Today traditional commerce has switched over to Electronic commerce and Mobile commerce. All business activities such as purchase, accounting, production, finance, sale, personnel, marketing and quality control are now accomplishing via Internet and Mobile Applications. E-technology and M-technology helps to boost the performance and create strong new relationship among business and customer. Its profound impact has been seen around the world. Internet savvy customers are preferring to be a mobile savvy customers. Digital revolution makes possible commercial transactions for 24/7 and anytime anywhere with efficiently, effectively and economically in the form of text, info-graphics, videos, multimedia etc. Demand of wireless services and products are increasing at global level. The objective is to throw the highlights on m-commerce, its features, benefits and challenges before M-commerce. Data is collected from secondary source.

Keywords: M-Commerce, wallet, drivers

1. Introduction

Electronic Commerce and Mobile commerce have made an impact on daily lives of consumers and business. Buying and selling goods and services by the commercial applications are influencing consumer behavior.[1]Internet has become the main pillar for E-commerce transaction. M-commerce over the wireless mobile devices have made the revolutionary way for e-commerce transaction. Anywhere anytime, no restrictions of location, easy use, saving time and multitasking has become the key reasons for adopting M-Commerce by the consumer. Mobile (m) Wallets have become the master place for financial services. Customers are carrying m-wallet instead of lofty wallet with plastic card money. [2]

2. Objective

- To know about e-commerce and m-commerce
- To understand the features and benefits of m-commerce
- To know the challenges before m-commerce

3. E-commerce

Considering the different perspectives, from the communication point of view E-Commerce is where delivery of the product, payment, services and informations over the Internet. Interface point of view e-commerce involves exchange of information and transaction between B2B,B2C and B2G.From the online perspective e-commerce is an electronic environment to perform buying and selling , payment, training and educational activities. E-commerce makes possible universal access via internet for all

kind of process and helps to reduce transaction cost. Drivers such as digital convergence, anytime, anywhere, anyone, easy communication and world wide access has promoted the e-commerce. [4]

4. M-Commerce

An emergence of Smart phone devices and Wireless technology has made the Mobile Commerce as a next-cohort of E-Commerce for conducting commercial transaction. “On Sunday, 27 November 2016, Hon’ble PM Narendra Modi emphasized the use of e-banking and m-banking for cashless transaction in his “Mann Ki Baat” speech. India has become the 2nd biggest market for Smartphone after China. Currently India has approx. Million 292 Smartphone users. [3] With the great entrance mobile wallets assured the m-user the elasticity and the power as strengthen stage for making payments. [2] Consumers are preferring Application based banking transactions than SMS based transaction. M-Commerce is comprised of e-commerce and web technology. The M-Commerce attributes like ubiquity, easy access, convenience, quick connectivity, localization and personalization will surpass the e-commerce in future.

5. M-Commerce Services

M-Commerce includes many kind of services and helps to grow existing ones.

- Mobile financial services
- Mobile trading and auction services
- Mobile entertainment services
- Mobile marketing and offer services
- Mobile purchase, sales and delivery
- Mobile shopping ,ticket booking
- News about weather, sports, politics, and many more
- Locating and accessing information [7]

6. Features of m-commerce

- Ubiquity
- Mobile transactions
- Anywhere anytime connectivity
- Easy Access of any kind of information
- Work as a digital personal assistant
- Convenient payment system via wallet
- Access the targeted market. [4]

7. Benefits

M-Commerce are performed over mobile devices, personal device application (PDA) and smart phone.

- Greater Mobility
- Instant Access
- Convenient and easy transactions
- Flexibility in conducting business
- Transaction cost reduced
- Personal cost reduced

8. Limitations of M-commerce

- Low quality of graphics resolution compare to PC and Laptop.
- Mismatch of M-Apps due to different configurations of mobile devices.
- Unaware about M-Commerce
- Mobile functionalities are less compare to Computer and Laptop.
- Many peoples are uncomfortable with m-commerce.
- Many people do not trust on m-commerce.[7][9]

9. Review on Growth of M-Commerce

9.1. The report on 'M-commerce – The Next Generation Commerce' highlighted that m-commerce as a new way of business will lead to growth and scaling up e-commerce operations, and shared novel ideas which will grow the m-commerce industry.[3]

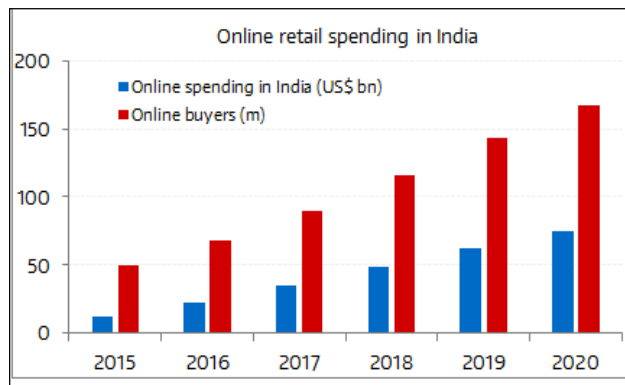
9.2. Report was expected to increase up to 45-50% in 2017 from 30-35% of e-commerce transactions. [8]

9.3. According to a this report by Zinnov, "Mobile commerce market of India could reached to 19\$ billion by 2019, from current rate of \$2 billion. This report also said that lowest cost handset has become the key driver of maximum sale of smartphone.

9.4. Reported by Cisco smartphone users in India will increase at 651 million and 11.7 million for tablet by 2019, an approx. five-times from by end-2014.[11]

9.5. Due to the increasing purchase of smartphone globally in 2018, India will reach to have greater than 500 million smartphone users and will occupy second position in the world. Reported by IAMAI (Internet and Mobile Association of India) and Kantar IMRB.[10]

9.6. From the following chart role of M-Commerce in E-commerce shows increasing growth. [10]



10. Challenges

Challenges can be faced by M-commerce as follow:

- Network coverage problem
- Issue of security
- Compatibility problems for M-Apps
- No standard protocols
- Costly mobile devices
- Insufficient awareness about using M-Apps
- Low speed of Internet connectivity
- Payment system not simple
- Different appearance on varied platform
- Need of personal Id-information makes Inconvenient transaction [6],[5]

11. Conclusion

The features of M-commerce are shaping the Financial Technology industry. The upward demand for smartphone results rapidly adoption of M-commerce in the commercial market. M-Commerce includes varied applications, business attractive models, technology and services. M-users are enjoying one click transaction. As per RBI rule now merchants can make transactions upto 50000 Rs. per month. RBI also changed depositing M-Wallet limit from 10000 Rs. to 20000 Rs. [12], this change will accelerate M-Commerce industry. An advent of 4G, 5G penetration will expose new possibilities on M-commerce. To overcome the challenges Government and Financial Institutions should take some actions on awareness programs, proper infrastructure, wireless connectivity and new features for security in the M-App to improve and increase the M-Commerce.

12. Abbrev.

B2B= Business to Business

B2C= Business to Customer

B2G= Business to Government

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