

M-COMMERCE: NEW TOOL FOR INDUSTRY

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Abstract— M-Commerce is the latest initiative by the mobile internet technology. The movement of new technology has become a trend in the market. The brand leaders in the market always try several initiatives to capture the market as well as new customers and m-commerce is the new way to the industry to link with their customers easily. The need of mobile commerce to businessman is very vital. The role of new technology was moving very prompt in the market. The role of technology helps the industry to promote their products for each mobile internet user customer with the help of mobile applications and software. M-Commerce has an option to the mobile internet users to purchase or order their products anytime with the help of mobile web. This paper explores the role of mobile commerce in the new era of technology. The role of mobile technology has already changed the nature of customer vastly and e-commerce also provides the root to m-commerce in its success.

Key words— Mobile Commerce (M-Commerce), Information Technology.

I. INTRODUCTION

M-Commerce has been considered as a new technology in the market of mobile technology and e-commerce which helps the corporate houses to enlarge their customer base in the market. The trend of home shopping is very popular in these days. The customers prefer to shop from their houses, especially youth which are very much technology conscious. They sincerely want to understand the concept of e-commerce as well as m-commerce in the new era of technology. Mobile phones and the web are now allowing the customers to be more connected with the companies related to their products. Basically, m-commerce is the part of e-commerce and new mobile technology.

M-Commerce is a new innovation in the field of e-commerce. There are also few business houses which introducing the new mobile applications and software for increasing the concept of m-commerce and increase their number of customers. The market share of companies is also increasing day by day with the help of m-commerce.

II. MOBILE COMMERCE IN INDIA

M-commerce is likely to become a major business experience across the world in the near future. It has empowered the consumers by giving them access at anytime and anywhere shopping with the help of mobile internet and a wider choice of products and services than before. India is currently in the midst of an e-commerce and m-commerce revolution. M-Commerce has a huge growth prospects in the country in near future. The large population of mobile users are using mobile internet which gives boost energy to m-commerce industry.

The Mobile internet has enabled manufacturers, retailers, wholesalers and suppliers to communicate and transact their business better, faster and cheaper in a wide-range of markets. E-commerce in India nearly started from 1990's and mobile commerce introduced after some years of e-commerce. The trend of electronic transactions, sale and purchase of goods and services are increasing with the span of time. According to Research and Markets, mobile commerce market in India grows at a CAGR of 71.06 percent over the period of 2012-2016. The Information Technology Act, 2000 also makes e-commerce and online transactions are legally binding in India.

III. SCOPE OF M-COMMERCE IN INDIA

The frequency of mobile internet users in India is increasing very rapidly. According to Internet and Mobile Association of India (AIMAI), the frequency of mobile internet users in India is 155 million by this March which further reached at 185 million at the end of June, 2014. The number of urban mobile Internet users in India is expected to grow from 103 million in December 2013 to 126 million in March 2014 and further touch 153 million by June. The number of rural customers is also expected to register powerful growth to touch 32 million users in June, 2014 from 27 million users in December, 2013. According to IMRB, it maintains a 20% growth quarter on quarter basis.

Mobile Internet Users in India	Frequency (Expected in June, 2014)
Urban Users	153 million
Rural Users	32 million

Table No. 1 Showing the Mobile Internet Users in India

IV. SOURCE: INTERNET AND MOBILE ASSOCIATION OF INDIA (AIMAI)

The concept of m-commerce is basis on the availability of mobile internet and big hurdle in the success way of m-commerce is number of users of mobile internet. The only large number of mobile internet users helps the companies to connect with their customers; if the number of mobile internet users is less, than the whole process is abolished. The above table shows that there will be 185 million users at the end of June, 2014 in India which helps the companies to promote mobile commerce industry. It also shows that there is big scope for new companies in this industry.

V. DEVICES USED IN M-COMMERCE

M-Commerce is not only using with the mobile handset only but their list of devices are large. The following devices give an overview of different kinds of mobile devices:

- Mobile Phone i.e. window phone, smart phone, iphone.
- Tablet
- Earpiece
- Ipad

VI. FUNCTIONS OF MOBILE COMMERCE

A. Easy Accessibility

The mobile commerce helps the customer to easily access our companies for purchase of products through their mobile internet. The companies also launched their software and applications for mobile operators to easily connect with the company like m-flipkart, m-homeshop.

B. Personalization

M-Commerce services has been personalized, it can function as per requirement of the customers. There are various mobile apps available from the service provider companies which give personal services like health guidance related to sex.

C. Location Based Services

It helps the companies to provide their different schemes and offers to the customers according to location basis with the help of GPRS system. The various products available in the market which is suitable for one location is harmful for another location like offers on air conditioner is more helpful in Delhi rather than Shimla.

D. Timely Basis

Consumers are directly connected with their companies with the help of mobile web or m-commerce. The companies provide full detail of their new variety of products at their mobile applications which helps the companies to capture the market as well as customers save their precious time.

E. Convenience

This is very convenient way for the customers to connect with their favorite company or brand. There are many brands available in the market but their existence in market sometimes not known to the customers for lack of information. So, m-commerce is the best option to the companies for connecting effortlessly with their customers.

VII. RECENT DEVELOPMENTS IN M-COMMERCE

The following are some initiatives taken by the companies regarding mobile commerce as follows:

- Banking companies such as SBI, ICICI, and HDFC have introduced applications and software for mobile internet users.
- Airtel launched Airtel money with collaboration of HDFC bank and Axis bank.
- Vodafone started M-Pesa with ICICI bank.

- Some companies already deals in e-commerce, also launch their mobile applications like Flipkart, Home Shop 18, Star Alive, Jabong, Yepme.

VIII. BENEFITS OF M-COMMERCE

A. Allow Urgent Transaction

M-Commerce is the only platform which allows urgent transaction. It also knows as anytime and anywhere shopping. There are some situations where a customer needs urgent delivery of products, which is now possible with help of m-commerce like ordering a pizza.

B. Anytime Anywhere Access

Mobile technology gives us a big advantage to the mobile web operators of using their services at anywhere and anytime. So, with the help of technology providers who gives 24*7 services, the customers also takes the advantage of accessing m-commerce at anytime and anywhere.

C. Target Based Marketing

M-Commerce helps the companies to target their customers, with the help of GPRS system. There are various brands available in the market for different categories of customers which are easily offered by the companies with the help of m-commerce.

D. Payment of Utilities Bills

The customers now also benefitted by the payment of utility bills through m-commerce. The Airtel and Vodafone have already launch the m-payment services to their mobile operators. The utility bills are the part of every common man and it also spoils the very precious time of every common man. So, m-commerce gives a big relief to all the common man and new market to the industry.

IX. CONCLUSION

M-Commerce provides a big platform to the business enterprises for capturing the new era of marketing. There is a big gap between the manufacturer and customer related to the products which can be abolished with the help of m-commerce. The number of mobile web users is increasing day by day with the new developments in technology. The increasing frequency of internet users show that the scope of mobile commerce is also increasing.

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