M-commerce

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ABSTRACT: *The purpose of this research paper is to analyse the significant growth of Mobile commerce in India. The significant growth of M-commerce application is remarkable in India. More and more consumer is transferring to M-commerce to achieve better and fast transaction into market. M-commerce is complex in nature and includes changing procedure in market. M-commerce is emerging level in India. The astounding rate growth in mobile penetration in India, higher mobile technology and networking is coming day by day. Now a mobile phone is not only use for text SMS or phone call but also be used for many other activities like browsing of internet chatting or other virtual activities.*

I. INTRODUCTION

Commerce deals with exchange of goods and services of economic value between producer and consumer. With invention of new technologies and methods, commerce has taken many forms. The way of dealing, exchanging of goods and services has undergone massive changes with days passed on. With competition emerging, consumers becoming more aware and having more choice, marketers searching for innovative ways to deals with customers to be in forefront to break the competition.Many companies to stand out of clutter and top of mind to do the business with the customer, a new strategy / way choosen is M-commerce or Mobile Commerce. Mobile is the latest happening thing not only in India but in the world. By the advent of latest technologies in mobile handsets and sophisticated services by service providers in Indian Mobile telecom market is a buzz. Mobile entered in India in 1995 but penetrated so fast with in a decade that it has became a necessity for every individual. Not only in Indian urban market but rural market penetration isalso great. Mobile subscribers have grown from 7.94 lakhs to 52.41 crores in 13 years i.e. from December 1997 to December 2009) making India the fastest growing mobile phone market. At present there are 581.81 million subscribers as on January 2010.

Meaning of Mobile Commerce (M Commerce):

M-commerce or Mobile commerce refers to conducting business or commerce through Mobile phone or Personal Digital Assistant (PDAs). It is buying and selling of goods, ordering for services or products, transferring money through mobile by accessing internet. It has also been defined as electronic commerce transactions carried out via mobile, wireless terminal The delivery of products and services via wireless technologies to enable e-commerce activities at any time or location and "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). In simple M-Commerce refers to any business with monetary value conducted through mobile phone.

Features of M-Commerce:
The following are the features of Mobile commerce, making it one of the effective ways of doing commerce:

- **User friendly:**
  o Now a days websites are being designedso much user friendly. Its predict search option helps consumersto find more easily and rapidly for a particular product. Different classification of products variety helps for consumers to choose more exclusively between product.
- **Ubiquity:**
  o Consumers can avail or buy products / services from any where independent of his/her current geographic location. Customer can buy respective of the regions they reside or companies can do business.
- **Convenience:**
  o Services like GPRS gives convenience and keeps always in touch and connected. This helps the companies to well connect with the customers.
- **Personalization:**
  o M-Commerce services has been personalized, it can be used as per requirement of the consumer.

- **Location based services:**
o A service such as GPS allows companies to offer goods and services as per the location based.
- **Timely services:**
o Consumers are directly connected; it provides real time availability of service

II.   MOBILE COMMERCE APPLICATIONS:

Entertainment:
Entertainment applications have captured a major share in mobile commerce market and in future this may become the dominated part of mobile commerce. Today it is one of the popular applications for the younger generation. M-commerce has made it possible for us to download images, video, audio and games, data files at anywhere and anytime. On-line games and gambling has become much easier to access and play using latest mobile commerce applications.

Education:
These days education is also available on smartphones. One can access lot of contents while traveling or sitting on somewhere where online contents cannot be accessible through internet. Many of the online journals has their dedicated application which may help a student or reader to access the contents anywhere. For example Science Direct Journal, The DU Waterfowler's Journal, The American Diabetes Association's "ADA Journals", The Wall Street Journal, The Journal of Digital Imaging etc. are some of the well known journals and these journals have a dedicated application for various smart phones platforms.

Travel and Ticketing:
Ticketing has been become easy these days. Be it for railways, road or air traveling, all are providing facilities for m-ticketing. Indian Railways has been launched official mobile application which helps consumers to check train schedule, timing, booking etc on their mobile phones. Many road transport companies are also proving latest mobile apps to give facility for the customers to book their tickets online. Almost all airline companies have their mobile applications for various mobile platforms to provide facility to their customers.

E-auction:
E-auction is an electronic implementation of the bidding mechanism. It provides the benefits for suppliers and buyers and also increases efficiency and time-savings for both, there is no need for physical transportationuntil and unless the deal has been established by the supplier and buyer.

M-Shopping:
After the success of online shopping on internet, online shopping companies are focusing on mobile shopping as now days this is another booming sector. User wants to spend more time on mobile phone than computer these days so preferably a consumer searches for products and services using mobile phones. As per Nielsons, mobile shopping is increasing 10% to 15% each year and is adding a huge contribution to commerce.Andfrom October 2009 to Jan 2012, 38% growth has been recorded..

Advantage of m-Commerce
M-commerce has several major advantages over its fixed counterparts because of its specific inbuilt characteristics such as ubiquity, personalization, flexibility, and distribution, mobile commerce promises exceptional business market potential, greater efficiency and higher fruitfulness.
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.

Discussion/ Suggestion:
The research reflects that M-commerce is adding significant value to the businesses in India. Key drivers of M-commerce include widespread adoption of mobile phones and smartphones, rising affluent middle class consumers. These factors have increased the appetite for M-Commerce in India it has lead to newer opportunities for the businesses to grow and for the M-consumers to obtain benefits in terms of convenience, freedom and speed of work. . With the help of mobile commerce one can get the entire word knowledge on their smartphones, can access & manage their bank accounts, save time, avoid parking problem without going to bank; Entertainment, health care, education, traffic problems, ERP, inventory tracking & dispatching, traveling and ticketing are some of the area where mobile commerce is giving so many benefits in our lives. It is worth mentioning that M-commerce is facing teething problems and some of these are based on technical, regulatory, social and political issues. In times to come, the M-commerce is expected to become more secure as government

and companies alike are investing on security etc to provide better services to safeguard interests of users of M-commerce. Future seems promising with new 3G technologyand soon with the advent of 4G technologies;a positive change in the way of m-commerce is also on the cards.

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