



EFFECT OF DEMONETIZATION ON M-COMMERCE IN INDIA- AN ANALYSIS

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ABSTRACT

India is heading towards becoming Digital India, and demonetization was one the most daring steps which actually bought remarkable growth in M-commerce. In Indian economy M-commerce is a new trend of commerce which is rephrasing the business and changing the emerging trend drastically. Today technological advances, speed of new technologies, reducing geographical constraints and rising power of consumers and their ability to get what they want, when they want it and from whomever they want have made the commerce activities convenient and easy. When we talk of technology internet has made the most remarkable advancements in last few years. This speed of M-commerce got new wings and heights post demonetization announcement. Scarcity of tender money and gap between demand and supply of currency actually encouraged people to use other options like online payment, E-wallets and other means of buying and selling online. This is a kind of Analytical Paper to understand how much and in which manner Demonetization benefited and circulated fresh blood in M-commerce industries.

Keywords

M-commerce, E-commerce, WAP, Technology, Flexibility, PDA, Demonetization, Legal Tender.

Introduction

On 8th November 2016, the Prime Minister Narendra Modi announced demonetization of INR 500 and INR 1000 notes. While the objective has been curbing black money in the context of counterfeiting, tax evasion, corruption and terrorism, this development has brought to the forefront the need and the opportunity to become a “cashless” society in the near future. M-Commerce is right in the middle of this transformation and has a pivotal role to play as a catalyst in the transformation to a “cashless” society. This period is the inflexion point for M-Commerce, which has already been making long strides on the back of increasing internet enabled and affordable smart phone base and improving telecom infrastructure. The business community has also been alert to seize this opportunity by innovation and implementation of digital business ideas. We have seen quite a few successes in this space and India is just getting started on this path.¹

M-Commerce

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants (PDAs). Known as next-generation e-commerce, m-commerce enables users to access the Internet without needing to find a place to plug in.

The ease of access, cost effectiveness and features like anytime anywhere has ultimately been motivating factors for the growth of M-commerce in India. There are around 371 million mobile internet users in India and this figure is rapidly increasing day by day. Mobile commerce is the new choice of modern world. It is gaining acceptance mostly by all the sections of society. This acceptance and growth can be witnessed socially and demographically. Applications of M-commerce like M-banking, M-shopping, M-entertainment also saves a lot of time which is boon for modern people who are so busy in their fast pacing lives.

Demonetization

Demonetization is the act of stripping a currency unit of its status as legal tender. Demonetization is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit.

The term Demonetization has become a household name since the Government pulled the old Rs 500 and Rs 1,000 notes out of circulation. This announcement is perhaps the most significant step taken, targeted at ferreting out black money and curbing corruption. The effects and its impact is seen everywhere across industries. CashKaro.com – India’s largest Cashback & Coupons site did a survey recently to understand the ‘Effects of Demonetization on Online Shopping’. Over 1000 people across India participated in the survey. 85 per cent of the respondents said they are in favor of the recent move and agreed that it would be instrumental in reducing black money and corruption in the Indian ecosystem.

The move has definitely given a boost to digital payments and has encouraged people to shop online more. Wallets like Paytm have seen significant growth. We have seen an increase in the number of people clicking through CashKaro and going to our partner sites to purchase daily essentials and consumables. One of the main reasons for this increase is that the cashback that members earn from CashKaro is paid over and above applied discount coupons, bank & wallet offers. CashKaro Cashback is in the form of Real Cash and can be transferred to user’s Bank Account.”

The Centres move of demonetization will augur well for the m-commerce industry in the country and most of the retail commerce will shift to mobile in the near future, says a report. The demonetization move was exactly the fillip the fledgling m-commerce ecosystem in India was looking for,” according to a CII Grant Thornton report on m-commerce. “Smartphone usage has grown at an explosive pace in recent past. We expect it to grow even faster with demonetization and entry of new service providers such as Reliance Jio. This in turn will fuel the growth of m-commerce and we envisage that most of the retail commerce will shift to m-commerce in the foreseeable future,” the report said.

M-commerce accounts for nearly 60 percent of online sales in the country, on the back of 30 to 50 per cent growth in online transactions in the tier II and III cities. The growth in m-commerce has been fuelled by the availability of affordable smartphones and mobile data plans.

Government of India has proactively initiated several programs such as Digital India, Start-Up India, Jan Dhan Yojana, Innovation India, etc recognising the emergence of digital commerce in the economy. This direction is taken forward by RBI which is focussed on having an efficient electronic payment system in place on the back of Unified Payment Interface (UPI), payment banks and mobile wallets.

India currently has 292 million smartphone users, and more than 45 percent of all mobile phones shipped in Indian market were smartphones in the first quarter of 2016. Mobile Internet user base in India has increased to 371 million in 2016 and the user base is expected to annually grow by 50 million till 2019. Online shoppers in India are likely to more than double by 2020, it noted. "The current online shoppers are in the range of 80-100 million and expected to increase to 175-220 million by 2020," it said. It also observed that 60 per cent of online shoppers prefer mobile devices. It noted that mobile wallets have become a key enabler for m-commerce as most people are hesitant to share their bank account details or credit/debit card details due to the fear of sensitive information getting compromised. "While online banking and even mobile banking has been around for a long time, mobile wallets have made it easier to shop. From grocery to cab rides to movie tickets to food deliveries to utility bills, almost anything can be bought and paid via simple mobile apps," it pointed out.

Over the past four years, mobile wallet transactions have jumped from Rs 10 billion (60 mn transactions) in 2012-13 to over Rs 490 billion (600 mn transactions) in the year 2015-16. "With ever-increasing Internet and mobile penetration and the recent demonetization event, India is all set to witness a massive surge in the adoption of digital payments in the recent future," it said.

Conceptual Framework

M –Commerce in India is primed to explode to the increasing integration of the internet and mobile technology into everyday life. India is a country where two-third of the population is younger than the average 26 and the most explosive growth of new internet users being non-urban. India has a young tech savvy generation of users whose first and exclusive means of accessing the internet is over mobile phone. Mobile is becoming an important platform for driving the online commerce growth in India.

In India, there is increasing penetration of smart phones; India is all set to be massive market for M-commerce. The mobile devices have moved far beyond voice communication and text messaging. Mobile devices today enable internet browsing, emailing, multimedia, messaging, playback, video communication as well as downloading and running third party application.

India is the second largest mobile user in the world. Shopping online through smart phones is expected to be a game changer shortly and industry experts believe that M-commerce would contribute up to 70 per cent of their total revenue in coming years.

As per snapdeal cofounder Kunal Bahl, close to 60 per cent of their orders are coming over mobile now. It is growing really fast. According to Flipkart's Bhatt, growth in M-commerce from non-metro has been noted and this growth can be credited to use of smart phones. Around 75 percent people use internet on their phones, cheaper mobile phone is one of the reasons behind it. In spite of such charming and encouraging facts concept of Digital India or Cashless India was not taken that much seriously as it was expected, but after the declaration of Demonetization as there was non availability of currency, this was the only mean to keep the normal life going, options like E-banking, E-wallet, Debit or Credit card payment made that phase easy to pass on. Even small shopkeepers started giving the facility of E-wallet payment so this paper is actually the study of influence of Demonetization on M-commerce.²

Review of Literature

Batra & Juneja, (2013) have conducted their research on mobile commerce in India. It focuses on issues faced by M-commerce Industry. He has quoted some definitions of Lehman Brothers, Ovum and Forrester. Many aspects of Mobile commerce had been discussed. They deeply studied the sales and available users of smart phones in India. According to him main growth drivers of m-commerce in India are Instant connectivity, Personalization factor, Mobility factor, Immediacy, Localization etc.

They very much emphasised and focused on available mobile commerce application in India like entertainment, ticketing, e- auction, travelling, m-shopping etc. To summarize their research M-commerce has tremendously changed the life of users. Entire world is just one touch or one click away. They have discussed the benefits but not discussed about the security issue and speed which plays very important role in online transactions³.

Tandon, (2003) as per his study the field of wireless network combined with mobile technological advancement continues to make lives of the common citizens easy, smooth and comfortable. Mobile commerce continues to impact the global business environment, technologies and applications exponentially. He also discussed the benefits like ease of use, personalization, anytime anywhere and cost-effectiveness along with drawbacks like security and low speed constrain⁴.

Tiwari, (2006) M-commerce is defined as “any transaction involving the transfer of ownership or rights to use goods and services, which is initiated and completed by using mobile access to computer mediated networks with the help of an electronic device.” As per research Mobile commerce is not only frontier for doing global business and trade but also offers multiple benefits to the business, government and consumer on massive scale. Many companies and organisations in India are adopting M-commerce to keep pace with changing trend and demand. M-commerce is in very early stage in India although encouraging figures of mobile users and increasing internet subscribers show advancement in mobile technology and its usage is not limited for making basic calls and sending messages but there are ample of tasks and function which can be performed by using M-commerce application⁵.

Miraze, Asadollahi, & Jahanshahi,(2011) have proposed a study about mobile wireless technologies and relationship between E- commerce and M- commerce, what factors drives consumers and business for E- commerce and M- commerce, fundamentals and applications of E- commerce and M- commerce. They have stated various definitions of different authors along with facilities like travel, ticketing, education, health care and shopping provided by M-commerce. They discussed the scenario of M-commerce in China, Brazil and India between 2010 & 2011. Also suggested M- commerce providers to improve user interface and measures to eliminate pitfalls related to Mobile commerce⁶.

Sujata P. Deshmukha, Prashant Deshmukh, G.t. Thampi,(2013) have conducted the research on Mobile commerce in Indian context in which they described first about E-commerce is how it is growing rapidly in India. They stated how about the multiple benefits being offered by E-commerce first then what M-commerce is all about and how fast M-commerce is surpassing E-commerce. Benefits of M-commerce consists of reduced prices of smart phones, mobility feature, easiness of use, easy availability of internet, tech savvy youth population they also discussed the kind of services and facilities telecom companies are providing these days to make use of E-commerce and M-commerce smooth. They also stated about the prevailing challenges in India like security issues, speed and language barrier. A feature of E-commerce and M-commerce was also highlighted in detailed in research paper. At last research paper ended with conclusion with the statements that there no doubt about the popularity of E-commerce and M-commerce and steps being taken by RBI⁷.

Annamalai, S. and Muthu R. Iiakkuvan (2008) in their article “Retail transaction: Future bright for plastic money” projected the growth of debit and credit cards in the retail transactions. They also revealed the growth factors, which leads to its popularity, important constraints faced by banks and summarized with bright future and scope of plastic money.⁸

Alvares, Clifford (2009) in their reports “The problem regarding fake currency in India.” It is said that the country's battle against fake currency is not getting easier and many fakes go undetected. It is also stated that counterfeiters hitherto had restricted printing facilities which made it easier to discover fakes.⁹

Ashish Das, and Rakhi Agarwal, (2010) in their article “Cashless Payment System in India- A Roadmap” Cash as a mode of payment is an expensive proposition for the Government. The country needs to move away from cash-based towards a cashless (electronic) payment system. This will help reduce currency management cost, track transactions, control tax avoidance / fraud etc., enhance financial inclusion and integrate the parallel economy with main stream.¹⁰

Jain, P.M (2006) in the article “E-payments and e-banking” opined that e- payments will be able to check black ”An Analysis of Growth Pattern of Cashless Transaction System. Taking fullest advantage of technology, quick payments and remittances will ensure optimal use of available funds for banks, financial institutions, business houses and common citizen of India. He also pointed out the need for e-payments and modes of e-payments and communication networks.¹¹

Kaur ,Manpreet (2017) in the article “Demonetization: Impact on the cashless payment” mentioned that Demonetization is a generations’ memorable experience and is going to be one of the economic events of our time. Its impact is felt by every Indian citizen. Demonetization affects the economy through the liquidity side. Demonetizing is Progressive shift to a cashless economy with a greater focus on electronic transactions is being envisaged. Rising use of credit/debit cards, net banking and other online payment mechanisms will be another positive effect of demonetization, as these would not only lower transaction costs but some of these could help earn some fee income as well.¹²

Objective of the study

This research shall focus on factors affecting the use of M-commerce in by Indian consumers. As the concept of M-commerce is new to India, still it is in growing stage so the objective behind conducting this research is to know the influencing factors which make consumers use M-commerce.

1. To study the Impact of Demonetization on M-commerce.
2. To study the perception of M-commerce users.
3. To understand Demonetization and M-commerce relation.

Hypothesis

H₀: There is no significant impact of Demonetization on M- commerce.

Research Methodology

Type of Research : Descriptive
Population : M-commerce users
Data (Sample Size) : 50 respondents
Type of Sampling : Convenient Sampling
Data collection Methods : Survey Method
Data Collection Tool : Structured Questionnaire
Data Analysis Tool : Mean, Median, Mode, Standard Deviation, Karl Pearson's
Coefficient of Correlation, Regression, Factor Analysis

Primary data is used for conducting the research. Primary data is collected through structured questionnaire filled by Smart Phone and Internet users.

Scope

All the respondents who are smart phone users, internet users and are users of M-commerce means they all do most of their transactions using wireless handheld devices come under this study.

Limitations of Research

Main limitation of this study is that we cannot pick any respondent randomly the main condition is that user needs to be a smart phone and internet user and prone to do transactions online rather physically.

LIST OF M-COMMERCE IN INDIA

Online Stores

Presently the lifestyle of the people is extremely busy specially in cities as male and female both are working , both are busy with their work and commitments, they are left out with only a little spare time. With wide availability and usage of smart handheld devices people find internet as the easiest medium to fulfill their needs and requirements. M-commerce makes the shopping procedure much easy as all the sites are available there on mobile, just one touch away, which gives users facility to shop online anything, anytime, anywhere. All these features have made online shopping so immensely popular. Few best online shopping Apps are mentioned below:

- | | |
|-----------------|-----------------------------|
| 1. Amazon.in | 6. Jabong.com |
| 2. Flipkart.com | 7. Myntra.com |
| 3. Snapdeal.com | 8. Askmebazaar.com |
| 4. Koovs.com | 9. ebayinc.com |
| 5. Yepme.com | 10. Voonik.com ⁷ |

Mobile Banking

Mobile banking service is provided by a bank or other financial institution on a 24 hour basis. Transactions of Financial and Non-financial nature are performed in mobile banking. The types of financial transactions which a customer may transact through mobile banking include obtaining account balances and list of latest transactions, electric and other bill payments and fund transfer and many other functions are performed under mobile banking¹. Some mobile banks in India are:

1. hdfcbank.com
2. icicibank.com

3. onlinesbi.com
4. axibank.com

Mobile Wallets

Mobile wallet is mobile payments mechanism under which mobile user opens a mobile wallet account in a partner bank and deposit some money in the account which can be used for making online payments. Issuing bank registers the mobile number and gives a mobile wallet account number to the user. While making payment the user enters the account number in the mobile phone and sends the bank via SMS, bank checks available balance in mobile wallet account if balance is sufficient account is debited from that much requested amount.

A mobile wallet, is gaining day by day in India. One import feature on mobile wallet in user need not to have a bank account specially in developing countries like India where still many citizens do not have a bank account can open their account in mobile wallet partner banks and can make easy online and offline payments. Here are few mobile wallet companies in India.

- | | |
|--------------|---------------------|
| 1. PayTM | 6. State Bank Buddy |
| 2. Momoe | 7. Citi MasterPass |
| 3. PayUmoney | 8. ICICI Pocket |
| 4. Mobikwik | 9. HDFC Chillar |
| 5. Citrus | 10. LIME |

78% agreed that they have started to shop online more since demonetization and because of cash crunch Going Cashless is the new norm: 35% of the respondents have started using ‘Plastic Money’ even while shopping at local vendors for daily needs and consumables. Others prefer the below sites for buying groceries and daily items:

- o Amazon.in – 25%
- o BigBasket.com – 15%
- o Flipkart – 7%
- o Grofers.com – 7%
- o Snapdeal – 5%

Paytm has become the undisputed leader when it comes to being the preferred payment wallet with 50% user share. Freecharge ranks second with 35% with Mobikwik, Citrus Pay and Oxigen follow thereafter. Preferred payment method used after demonetization of Rs 500 & Rs 1000 notes when shopping online

- o Using Wallets like Paytm, Mobikwik etc. – 59%
- o Net Banking – 23%
- o Cash on Delivery (CoD) – via using Debit/Credit card – 18%
- o Cash on Delivery (CoD) – via Cash – 1%

91% of the respondents agree that ‘Cashback offers’ by retailers, banks and sites like CashKaro.com are definitely helping them to ‘Save & Earn’ during this cash.

Growth factors of m-commerce

Demonetization is a real key factor which contributed a lot in making cashless India along with this there are few more growth factors of M-commerce.

Mobile commerce is characterized by some special features that generate certain advantage which is rapidly making it popular over conventional form of commercial transactions.

Mobility: Mobile commerce enables users to do online transaction with their mobile phones which are very handy, so they can easily shop, play, download, make payment read online anytime and anywhere.

Ubiquity: Ubiquity means usage of online services and carrying of online transactions is not affected by the user’s geographical location. This enables a user to even compare real prices with the online while shopping in market.

Wide reach: Wide reach is also one of reasons of remarkable boost of Mobile commerce in India. The penetration of M-commerce in Indian population is much more than the services like Radio, Television and Computer. People of all levels and categories are using mobile phones and availing mobiles services nowadays. Mobile phones and internet provides fast connectivity to the user and its reach is also very high as compared to other traditional commerce.

Fast connectivity: Feature of GPRS (General packet radio service) mobile devices is offering consistent connectivity and services, which help people to remain always connected with others. This feature brings consistent connectivity and services, which help people to remain always connected with others. This feature brings convenience to the consumers. Geographical location is no more a constraint nowadays. All credit goes to Mobile commerce and its fast connectivity.

Real Time Service: It is the possibility of real time of services. Some services require real time data means quick and critical data. Under which time and quickness matters a lot. For example in case of stock market a broker need a real time data in a very fast manner.

Localization: Mobile positioning technologies, such as GPS (Global Positioning System), enable companies to offer services and goods to the user based on the current location. Tracking and reaching to customer has become quite easy. So, the localization feature of Mobile commerce meets the consumer's requirement and localizes the contents and services.

Personalization: Mobile devices are carried for personal use by an individual, that's why they are ideal for personal information. Mobile technology provides the benefits to send personalized messages to different people and various groups. Mobile database have become a primary requirement for providing personalized services and compiling personalized information.

Easy access to Smartphone: The Smartphone industry has developed manifolds which have led to massive production of Smart phones at low prices. So smart phones are not at all expensive and common people can easily afford it. With the advancement of technology and cut throat competition amongst the mobile companies customer and getting best quality, highly featured smart phone on a very reasonable and affordable price. Mobile companies are attempting to increase their market share by providing best products and services at good prices. This is one of the features which led to the growth of M-commerce in recent years.

Low rate of mobile internet services: The mobile internet packs are now available at cheap rates unlike the past times when they were so expensive that only affluent people could afford them, 4G, 3G and 2G services are available at cheap rates which are within the reach

of common people; this is also a major factor for the growth of M-commerce in India. Major network providers like Vodafone, Airtel and Idea bring new schemes of mobile internet to attract consumers. As Idea and Airtel are offering very attractive and tempting 4G internet plans for the consumers at very low rates.

Ease of use: Wireless devices like mobile give the freedom to do the things like booking tickets, shopping, and making hotel reservations, playing games, paying bills downloading videos and files etc., anytime anywhere. In India 65% population is young and new generation wants fast action and processing, features of M-commerce enable them to easily perform all the required tasks with ease¹².

Findings

The finding of the research is based on primary data collection through structured questionnaire distributed to 50 respondents. Complete data collected is systematically checked, classified, tabulated, summarized and analyzed for better understanding.

Frequencies

Statistics

		Age	Gender	Education	Profession	Income
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		1.5800	1.3400	3.6200	3.0000	3.0800
Median		1.0000	1.0000	3.0000	3.0000	3.5000
Mode		1.00	1.00	3.00	3.00	4.00
Sum		79.00	67.00	181.00	150.00	154.00

Inference: As this table reveals that values of Mean, Median, Mode and Standard deviation of the age, education, gender, profession and income of respondents.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	31	62.0	62.0	62.0
	31-45	10	20.0	20.0	82.0
	46-55	8	16.0	16.0	98.0
	Above 55	1	2.0	2.0	100.0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	31	62.0	62.0	62.0
	31-45	10	20.0	20.0	82.0
	46-55	8	16.0	16.0	98.0
	Above 55	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Inference- As the table shows that highest percentage of respondent is between the age group of 18-30, which is 62%.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	33	66.0	66.0	66.0
	Female	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

Inference- As the table shows that highest percentages of respondents are males as they contain 66% of total respondents.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School	2	4.0	4.0	4.0
	Under Graduate	6	12.0	12.0	16.0
	Graduate	19	38.0	38.0	54.0
	Post Graduation	13	26.0	26.0	80.0
	Above Post Graduate	2	4.0	4.0	84.0
	Professional Degree	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Inference- This table shows that out of all available education options graduates scores highest 38 % of available data.

Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Home Maker	8	16.0	16.0	16.0
Student	6	12.0	12.0	28.0
Employee	20	40.0	40.0	68.0
Business	10	20.0	20.0	88.0
Professional	6	12.0	12.0	100.0
Total	50	100.0	100.0	

Inference: According to this table out of all the professions most percentage of respondents are employees and from service class which score highest with 40%.

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Income	13	26.0	26.0	26.0
Less than 10000	3	6.0	6.0	32.0
10000-30000	9	18.0	18.0	50.0
30000-50000	17	34.0	34.0	84.0
50000 Above	8	16.0	16.0	100.0
Total	50	100.0	100.0	

Inference: According to this table highest % of income slab is between 30000-50000, which is 34%.

Correlations

		DemEffectMcom	ReducedDemEffectMcomm
DemEffectMcom	Pearson Correlation	1	.817**
	Sig. (2-tailed)		.000
	N	50	50
ReducedDemEffectMcomm	Pearson Correlation	.817**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Inference: correlation matrix is brought in the above table shows how much these variables are correlated to each other (change in the variable will make change in other variables). Double star shows that correlation is strong between variables.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	DemEffectMcom ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable:
ReducedDemEffectMcomm

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.668	.661	.62082

a. Predictors: (Constant), DemEffectMcom

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.180	1	37.180	96.467	.000 ^a
	Residual	18.500	48	.385		
	Total	55.680	49			

a. Predictors: (Constant), DemEffectMcom

b. Dependent Variable: ReducedDemEffectMcomm

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.286	.188		1.519	.135
	DemEffectMcom	.929	.095	.817	9.822	.000

a. Dependent Variable:
ReducedDemEffectMcomm

Limitations related to m-commerce

- **Security:** The very main issue related to M-commerce is security. Users have doubt in mind while making online payment as they need to share the information related to debit/credit card over the internet. Another threat is of hacking and virus. Hackers may hack the device and steal all personal and important information from mobile. Viruses also damage the handset if the security measures are not proper.
- **Language barrier:** In India most of people are not well versed with English language, so for them it is not possible to do transactions through mobile due to this language barrier. This is also one of the major issues.
- **Lack of awareness:** M-commerce is popular in cities only not in rural areas. Even today many people in India are not are aware of mobile phones and internet. Those who are aware are still hesitant regarding buying online, making payment online, how to return if not satisfied with delivered one. Moreover people still have suspicions and reservations regarding services offered by M-commerce.
- **Data transmission rate:** Speed is one of the biggest issues of M-commerce. Common users still get the speed of 2mbps for 3G and 4G network mobile phones, although data transfer at 14.5mbps can be attained but the charges for such service are very high.
- **Lack of network coverage:** Network coverage is also a big also. Many time users don't get connectivity at many geographical locations without coverage using M-commerce is just not possible.
- **Low graphical resolution:** Products and offers are not very clearly visible on mobile in comparison to desktop or laptop. Youngsters are ok with it but middle aged and old aged people do not find the graphical resolution very convenient to look upon and work.¹³

CONCLUSION

India is experiencing a boom and a kind of revolution in business sector. Smartphone's and internet have changed the online shopping scene in India completely. This mission of making India digital India has been taking place for quite long but it actually boosted up after declaration of Demonetization. Nowadays we can see that even a Simple Paanwala, small shopkeepers, Auto drivers almost all provide option of E-wallets. That's why companies by adopting M-commerce try to transform the business completely but the opportunity is yet to be tapped due to many constraints. As illiteracy and low speed of internet are the major constraints which need to be resolved fast to make optimum use of this technology. M-commerce has made the online trading and shopping so easy and fast like never before. People can access their bank accounts, book tickets and do other stuff and manage their uncountable work easily. M-commerce is a real revolution in India business sector.

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