



ADVANTAGES AND DISADVANTAGES OF M-COMMERCE

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Introduction:

E-commerce refers to the purchase and sale of products and services through the Internet. Due to the increasing prevalence of internet and its popularity, the internet has gained a lot of momentum. Electronic commerce transfers, internet-based marketing, online transaction processing, supply management, electronic data interchange, inventory management systems and automated data collection are important contributions to the spread of electronic commerce. Such as virtual or available on the website. For example, a movie or an important piece of information that can be viewed only after e-payment. Most of the time, electronic commerce involves the delivery of goods or goods through transportation. Online retailers are called e-tailers and retailers are called e-tailers. Almost all the major retailers are connected today by electronic commerce.

Electronic commerce done by one trader with another is called Business-to-Business (B-to-B Electronic Commerce). B-to-B electronic commerce is sometimes open to all, and sometimes limited to specific merchants. B-to-B electronic commerce with a customer is called business-to-consumer (B-to-C electronic commerce). Companies like Amazon.com, flipcard, and Easy Mail do this kind of B-to-C electronic commerce. At the time of online purchase, the customer is in direct contact with the seller's computer via internet. There is no intermediary to other elements. The process of buying and selling goes completely internet. Electronic commerce is not just about buying and selling, it is also used for exchanging information. Often financial information is exchanged through electronic commerce.

M Commerce:

M-commerce is the purchase and sale of goods and services through cellular telephones and wireless digital handheld devices such as Personal Digital Assistants (PDAs) or tablets. M-commerce is known as the next generation of e-commerce. M-commerce provides users with online access to the internet anywhere without a PC or laptop.

History of Mobile Commerce:

Mobile commerce came into practice since 1997. At first, it was limited to buying ringtones and providing service through text messages. In 1999, the first browsing-like mobile application was introduced in Japan the most important among them was I-Mode. In 2003, the Dutch department store chain de Bijenkorf launched the first sales campaign via Text Message. Customers could register online; provide their bank account details and delivery address. During the three days of this campaign, he received 9 text messages per day with special offers. The article could be purchased by replying with "yes <special offer number>". Payment was done through bank transfer.

In later years, browsing on mobile phones became possible. However, screens were too small and websites were rarely optimized for small screens. As a result, the success of mobile commerce was limited. The real success of mobile commerce came with the introduction of the iPhone. Applications designed for mobile use made online interaction easier by using a smaller screen.

App's popularity (special application for mobile devices):

- Mobile phones with big screens.
- High bandwidth, 3G to 4G 3 and 5G by 2020 and beyond.
- Depending on the country, mobile traffic to websites is now 50% or more.
- Now the companies have no choice but to support mobile phones and tablets.
- However, the conversion ratio of mobile traffic and mobile phones in particular, is very low compared to traditional screens in many countries.
- In other words, consumers often use mobile phones to search for cheaper things to buy, but the actual termination of transactions is often done from a large screen such as a PC.
- Market data from several countries show that while mobile traffic to websites has not increased at the same rate, mobile commerce also has not increased at that rate.
- Reasons for adopting mobile conversion ratio and mobile commerce may vary from country to country, but these are common reasons:
- Mobile Adoption: In many Asian countries people do not have laptops or PCs.

- The mobile phone is the only access device to access internet, as it is cheaper and takes up less space in an Asian home.
- Mobile commerce is not easy: offering a well-designed mobile online shop is not easy. The screen is very small and bandwidth is limited. In addition, many standard online payment methods do not support well for mobile devices.
- Mobile was adopted by retailers late: mobile commerce site offerings are not affordable. As a result, many mobile shopping experiences are not ideal.

What do people buy through mobile commerce?

There are differences in what people buy through mobile devices. In fact, people buy digital tickets, content, toys and games relatively more via mobile.

More spacious or complex products such as computer hardware and fashion are still purchased more through desktop PCs.

But the growing popularity of smart watches and wearable has led to a rapid change in the types of purchases and types of goods purchased through "mobile commerce".

Advantages of M Commerce:

As history tells us, each technology has its advantages and disadvantages. So the same thing applies to mobile commerce.

- Mobile Ticketing and Booking: Making bookings and receiving your tickets on the mobile. The digital ticket or boarding pass is sent directly to your phone after you make the payment from it. Even in India now IRTC and other services provide m-ticketing services.
- E-bills: This includes mobile vouchers, mobile coupons to be redeemed and even loyalty points or cards system.
- Auctions: Online auctions having now been developed to be made available via mobile phones as well.
- Stock Market Reports and even stock market trading over mobile applications.
- It provides a convenient, secure and easy communication and distribution network.
- It provides wide reach as most people use cell phones.
- It enables the business to target customers effectively based on location, service provider, devices, etc.
- It reduces transaction and order processing costs.
- It encourages competitive price determination.
- It simplifies all business processes.

Disadvantages of M commerce:

- The existing technology to set up an m commerce business is very expensive. It has great start-up costs and many complications arise.
- In developing countries, the networks and service providers are not reliable. It is not most suitable for data transfer.
- Then there is the issue of security. There are many concerns about the safety of the customer's private information. And the possibility of a data leak is very daunting.
- Low acceptance rate of new devices, applications and technologies among people.
- Lack in supporting infrastructure, professionals and technology in developing countries.
- Issues of security and privacy.
- Expensive 2G, 3G, 4G, 5G plans.

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