Concept and Applications of M-Commerce in India

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Abstract

Mobile commerce is the buying and selling of goods and Services through wireless handled devices such as smart phones and tablets etc. Ecommerce Users to access M-commerce enables online shopping platforms without needing to use & a desktop computer. For example, purchase and sale of products. Online like banking and paying bills. (Virtual market place apps the Amazon mobile App, Android pay, Samsung pay etc...) The main idea behind M. commerce Is to enable various applications and services available on the internet to portable devices (mobiles, laptops, tables etc.) to overcome the constraints of a desktop computer. M commerce aims Serve all information and material needs of the people in a convenient and easy way.

Keywords: ***Smart Phones, Virtual Market, Gadget's, online banking, paying bills***

Introduction:

Mobile Commerce, also known as M-Commerce, is the ability to conduct commerce using a mobile device, such as a mobile phone, a Personal Digital Assistant (PDA), a smartphone, or other emerging mobile equipment such as dash top mobile devices. Mobile Commerce refers to wireless electronic commerce used for conducting commerce or business through a handy device like cellular phone or Personal Digital Assistant (PDAs). It is also said that it is the next generation wireless e-commerce that needs no wire and plug-in devices. Mobile commerce is usually called as 'm-Commerce' in which user can do any sort of transaction including buying and selling of the goods, asking any services, transferring the ownership or rights, transacting and transferring the money by accessing wireless internet service on the mobile handset itself. The next generation of commerce would most probably be mobile commerce or m-commerce. Presuming its wide potential reach all major mobile handset manufacturing companies are making WAP (Wireless Application Protocol) enabled smart phones and providing the maximum wireless internet and web facilities covering personal, official and commerce requirement to pave the way of M-commerce that would later be very fruitful for them. Mobile Commerce (also known as M-commerce or E-commerce) is the ability to conduct commerce, using a mobile device.

Definition:

"Mobile Commerce is any transaction, involving the transfer of ownership or right to use
goods and services, which is initiated and or completed by using mobile access to computer-
mediated networks with the help of an electronic device"

"M-commerce is the buying and selling of goods and services through wireless handset devices"

"M-commerce is the process of paying for services using a mobile phone".

"M-commerce is the use of mobile devices to communicate, inform transact and entertain

using text and data via a connection to public and private networks".

History of M-commerce

Despite of huge popularity of mobile commerce, it is yet in the initial stage and can be further expand in to all the fields, which affect the human life. The assumption of mobile commerce is not so young as it mushroomed so early from adopting this technology. It initially begins with the use of wireless POS (Point of Sale) swipe terminals and has since then made its way into cellular phones and PDA's (Personal Digital Assistants). The first enabling m-commerce technologies were presented through Wireless Application Protocol (WAP) and i-mode mobile Internet service. WAP builds on digital phone technology and first emerged on 2.5 G phone technology that allowed users to browse the Internet. This technology cemented the way of m-commerce, which has strongly developed on 3G-phone technology. Nokia has first introduced M-commerce application software and its name is Nokia toolkit version 4.0. The future of M-Commerce seems extremely bright because several experiments are going on to introduce the upgraded version of mobile likely to emerged with the evolution of 4Gmobile technology.

Benefits of M-Commerce

1. Your internet offerings easier and more convenient to access.

2. You get considerable flexibility while conducting business.

3. Transaction and personnel costs are reduced due to widespread automation of back-office operations.

4. Field staff is more effective as they have flexible access to back-office data.

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.

Features/Advantages of M-commerce

1.Mobility: Users carry cell phones or other mobile devices.

2.Broad reach: People can be reached at any time.

3.Universal: Easier information access in real time.

4.Convenience: Devices that store data and have internet, intranet, extranet connections.

5.Instant Connectivity: Easy and quick connection to internet, intranets, other mobile devices, data bases.

6.Personalization: Preparation of information for individual consumers.

7.Localization of products and services: - Knowing where the users are located at any given time and match service to them.

Disadvantages of M-commerce

1.Expensive cost.

2.Larger screens won't be displayed is clear.

3.Slow speed.

4.Limited for longer message.

5. It hard way to fill the data.

6.Security is not protected.

Applications of M-commerce

1.Mobile Banking

2. Mobile Shopping

3.Mobile Tickets

4.Mobile Internet Access

5.Mobile Brokerage

6. Micro-payment

1.Mobile Banking: - Mobile banking (also known as M-Banking, SMS Banking) is a term used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). The earliest mobile banking services were offered over SMS. With the introduction of the first primitive smart phones with WAP support enabling the use of the mobile web in 1999, the first European banks started to offer mobile banking on this platform to their customers.

2.Mobile shopping: - Currently, mobile content purchase and delivery mainly consists of the sale of ring-tones, wallpapers, and games for mobile phones. The convergence of mobile phones, portable audio players, and video players into a single device is increasing the purchase and delivery of full-length music tracks and video. The download speeds available with 4G networks make it possible to buy a movie on a mobile device in a couple of seconds.

3. Mobile Tickets: - Tickets can be sent to mobile phones using a variety of technologies. Usersare then able to use their tickets immediately, by presenting their phones at the venue. Tickets can be booked and cancelled on the mobile device with the help of simple application downloads, or by accessing the WAP portals of various travel agents or direct service providers.

4. Mobile Internet Access: - A wide variety of information services can be delivered to mobile phone users in much the same way as it is delivered to PCs. These services include in News, Stock quotes, Sports scores, Financial records and Traffic reporting. Customized traffic information, based on a user's actual travel patterns, can be sent to a mobile device. This customized data is more useful than a generic traffic-report broadcast, but was impractical before the invention of modern mobile devices due to the bandwidth requirements.

5.Mobile Brokerage: - Stock market services offered via mobile devices have also become more popular and are known as Mobile Brokerage. They allow the subscriber to react to market developments in a timely fashion and irrespective of their physical location.

6. Micro-payment: - Mobile payment is an alternative payment method. Instead of paying with cash, cheque or credit cards, a consumer can use a mobile phone to pay for a wide range of services and digital or hard goods such as:

1. Music, videos, ring tones, online game subscription or items, wallpapers and other digital goods.

2.Transportation fare (bus, subway or train), parking meters and other services

3.Books, magazines, tickets and other hard goods.

GROWTH OF M-COMMERCE IN INDIA

Various mobile applications are developed for Smartphone users. State Bank Freedom of State Bank of India, I Mobile of ICICI, Axis Mobile for Android of AXIS Bank are the mobile banking applications which are used for on line fund transfer, utility bill payment. IRCTC Connect is used for railway ticket reservation, M Pesa by Vodafone is used to transfer fund, pay utility bills, Book My Show is used to book movie tickets. Ubiquitous feature of M-Commerce is turning people from E-Commerce to M-Commerce. The development of low-cost smart phones and low mobile tariffs helped for tremendous growth in mobile internet subscribers and hence tremendous growth of M Commerce in India. In India 70% of internet users access the internet via their mobile phones.

Conclusion:

The core of m-commerce is the use of a terminal (telephone, PDA, PC device) and public mobile network to access information and conduct transactions that result in the transfer of value in exchange for information, services or goods. Mobile Commerce refers to any transaction with monetary value that is conducted via a mobile telecommunications network.

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