M-Commerce and its Importance in Today's Life

Dr. Mumuksha Jain, Assistant Professor, Commerce,
Lakshami Narain College of Professional Studies,
Sanwer Road, Indore. (M.P)
Address:-Dr.Mumuksha Jain
D/o Mr.Hukumchand sawala
784, Sudama Nagar, Indore (M.P)

Mr. Abhay Jaiswal, Assistant Professor, Management,
Lakshami Narain College of Technology,
Sanwer Road, Indore. (M.P)
Address:-Mr. Abhay Jaiswal
121, Abhishek Nagar, Ujjain (M.P)

Abstract-

India population is equivalent to 17.74% of the total world population means India is having II position in countries in the world by population. And India has become the II largest market for smart phones replacing US. More population it means more buyers means India is a good place to do business. M-Commerce means Mobile Commerce includes any monetary transaction completed using simply a mobile hand set. This is the advance step of E- Commerce. This paper analyzes the benefits and limitations of M-Commerce in India. M-commerce, in the popular sense, can be defined as: the use of Mobile for buying and selling of goods and services to conduct business transactions. Now a day's people are using mobile just like taking breath for living. They like to use wireless Technology in India. So the seller also think that why they are not using Mobile to sell their product. for this reason this growth of wireless technology has changed the people of India to do Business in M-Commerce (Mobile Commerce).Due to large number of Mobile App, growth rate in Mobile penetration in India is increasing day by day. People are transferring to M-commerce to attain Goods and quick transaction in to market. In this paper we will help to reader to explain the current scenario and exact situation of commerce in India especially Mobile Commerce. In this Paper we will examine the benefits and problems of M commerce and its sway on the business.

Keywords-

M-Commerce, Impact, problems of M-Commerce, Importance

Introduction-

In April 1973 Motorola was the first company to produce a handheld **mobile phone.** At that time mobile phone is use to talk with someone. At that time Mobile is a device who has no wire People can take it with them and hold it in their hand. At that time they didn't think that mobile will become a shopping online gadget or will become a new strategy of business. In current scenario I can say that Mobile is lifeline of our life. We are using mobile in every field. Now a day's business is in run through mobile. As a form of E-Commerce, M-Commerce enables users to access the shopping area using mobile phones. The term M-Commerce was coined by Kevin Duffey in 1977 at the lunch of the Global 'Mobile Commerce' Forum. The key components of M-Commerce include a Business model, services offered through the business, and the technology components Internet and handheld device. M-Commerce means a retail outlet in customer's pocket. In Indian about 83% of the populations use Smart phones and shop online using their smart devices. For this we can give credit to Jijo services. In our country approx age group of 25-35 use their smart phones / tablets to purchasing product and services online.. The current online shoppers in India fall under the range of 80-100 million, and these numbers are expected to go up to 175-220 million by 2020.Basically M-Commerce means people will buy or sell any goods and services with the help of Internet through mobile phones. In 2017 the mobile e commerce sales account for 34.5% of total ecommerce sales and the figure is going up and up. And perhaps in 2021 we will get around 54% of total e-commerce sales now a day's people are using M Commerce very quickly and they are very comfortable with it. They can pay their Telephone Bills, Electricity Bills, access emails, making railway tickets reservation, book moving tickets etc.

Now a day's banking and financial sector are providing online services to their customers to access and manage their accounts through any mobile handheld device. M-commerce is becoming important not just for operators, but also for banks and various service providers that are using mobile as a window to transact with their customers anytime and anywhere. Now a day's people are using mobile so much .it means in 24 hours people are using mobile approx 15 to 18 hours. They are not using mobile only for calling they use it for their entertainment, listening music, playing games, watching television ,shopping online, banking Transactions etc. Banks have realised the importance of this medium and are now open to tie ups with operators and service providers to offer mobile banking services. Moreover, lack of proper banking infrastructure combined with low penetration of computers and broadband is expected to give a fillip to payments via mobile a wider variety of products, more competitive pricing and all products without ever having to step away from home are the major factors of M-Commerce.
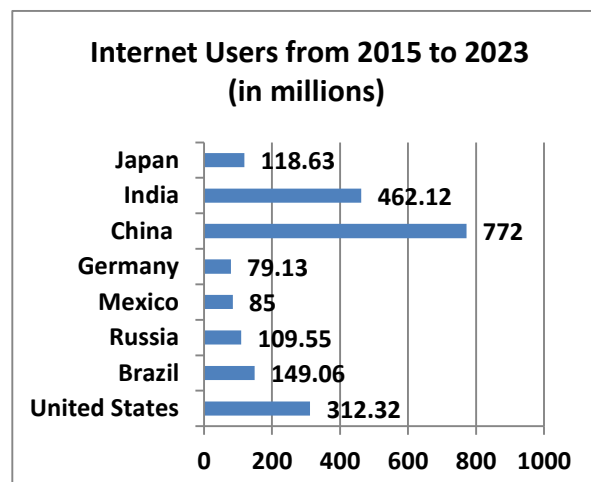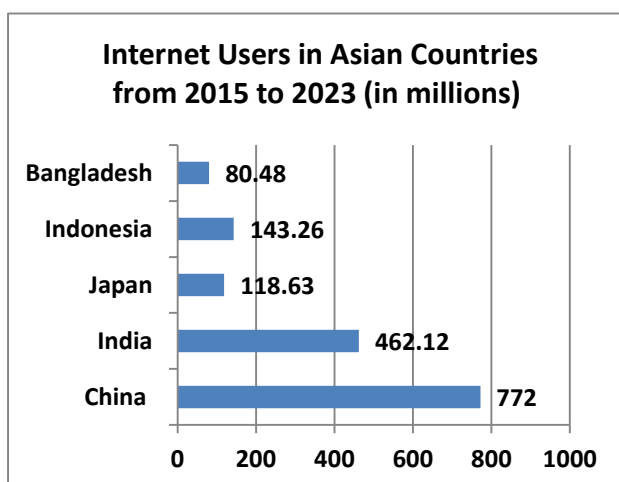
Literature Review-

As per Gupta, D.S & Vyas (2014), M. that M-Commerce is today's demand. They discussed that how people of India is using mobile. They discussed the advantage and disadvantage of M-Commerce. As per their research they said that the benefits of M-Commerce are easy to carry, user friendly, shop everywhere any time etc and the disadvantages are language barrier, lack of internet connectivity, less number of mobile phone users etc. Batra & Juneja(2013) has extended their research on M-Commerce in India. Tandon, et al, (2012).discussed in their research that M-Commerce is a most important issue to discussed worldwide and the M-Commerce is facing so much challenges to settle down in India. But in other hand acceptance of people in India is giving a good platform to M-Commerce. As per, Kotgire Manisha(2019),Mobile Commerce is very much involved in current scenario in India but still facing problem by the user and the providers. According to K.S. Sanjay (2007), Mobile network is less cost included and also gives a better flexibility and effectiveness to its subscribers than landline phone. M-commerce is also a substitute of E-commerce, but the difference lies that M commerce uses wireless networking. So it gives flexible and convenient experience.

Objectives of study-

- To analyze the M-Commerce in our society with SWOT analysis.
- To provide valuable suggestions about Mobile Commerce to various stake holders.

Research Methodology-

This study is descriptive in nature that involves in-depth knowledge of approx latest research articles in the field of M Commerce which has been published in various journals during last 10 years. The articles were purposively chosen to formulate condensed description about the importance of M Commerce in today's life; as well as the procedures taken to achieve the intended research objectives. SWOT analysis research tool is applied for analysis.

Internet Users in Asian Countries from 2015 to 2023 (in millions)

Country	Users (millions)
Bangladesh	80.48
Indonesia	143.26
Japan	118.63
India	462.12
China	772

Internet Users from 2015 to 2023 (in millions)

Country	Users (millions)
Japan	118.63
India	462.12
China	772
Germany	79.13
Mexico	85
Russia	109.55
Brazil	149.06
United States	312.32

Source- www.statista.com

This statistic gives information on the users of Internet in Asian countries at global level from 2015 to 2023. In 2015, No. of internet users in Asian countries during 2015 to 2023 will be increased as per the graph given above India is the II largest country with 462.12 million internet users in Asian Countries and same as at global level also.

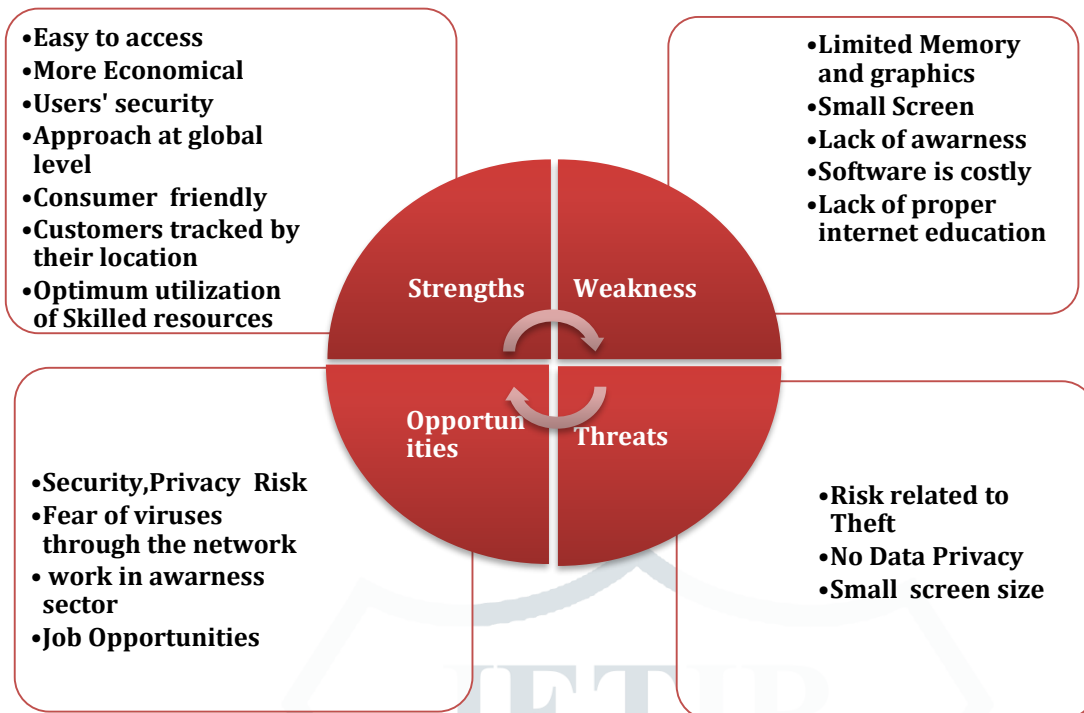**Retail M-Commerce sales in India** (In Billion U.S. Dollars)

Serial No.	Year	Revenue
1	2015	6.02
2	2016	10.46
3	2017	16.81
4	2018	23.64
5	2019	30.2
6	2020	37.96
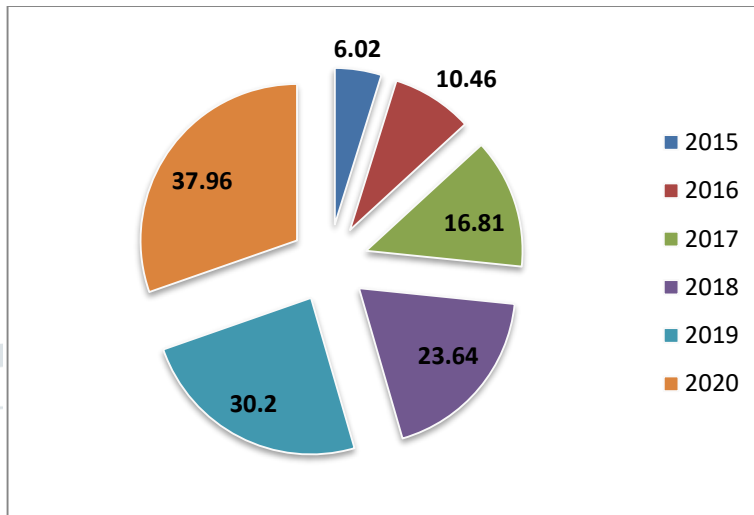
Source- E-marketer 2016

This statistic gives information on the retail m-commerce revenue in India from 2015 to 2020. In 2015, mobile retail e-commerce sales in India amounted to 6.02 billion U.S. dollars and are projected to reach 37.96 billion U.S. dollars in 2020. That year, total retail e commerce sales are set to generate 79.41 billion U.S. dollars in revenues. In the above pie chart it is very clearly stated that the sales of M commerce in 2015 was $6.02 Billion which will be expected to increase up to $37.96 in 2020 in India. It shows that the importance or need of M commerce in the life common person The Indian consumers are evolving and are adopting M-Commerce very fast. According to world pay's Global online Shopper report, 49% of consumers in India have preference for shopping from a mobile commerce enabled portal. It also reported that 37% of the consumers had the preference for shopping using a mobile application.

SWOT Analysis

Strengths
- Easy to access
- More Economical
- Users' security
- Approach at global level
- Consumer friendly
- Customers tracked by their location
- Optimum utilization of Skilled resources

Weakness
- Limited Memory and graphics
- Small Screen
- Lack of awarness
- Software is costly
- Lack of proper internet education

Opportunities
- Security,Privacy Risk
- Fear of viruses through the network
- work in awarness sector
- Job Opportunities

Threats
- Risk related to Theft
- No Data Privacy
- Small screen size

Strengths-

- **Easy to access-** Any person who has mobile in his hand he can do whatever he wants to do with the mobile device like shopping, paying bills, entertainment etc .It is very easy to connect the world with M-commerce. Nothing is far.

- **More Economical-** According to Technology consultancy counterpoint Research sep28, 2017 there are about 650 million mobile phone user in India and over 300 million of them have a Smartphone .Many people even with low income is able to afford a smart phone. It means now a day's smart phones are very economical .According to IAMAI, 65 percent of internet users are e-commerce customers.

- **Users' security-** Through M-Commerce whatever transactions happen between buyers or companies with customers are completely safe and secure. They accept net banking transaction, cash on delivery etc. These all E-Payment mode are safe and secure.

- **Approach at global level** -Some time people are interested to buy branded product but due to lack of their retail shops in town or city they are unable to use it. In that case M-Commerce plays an important role between branded shops and customer at global level also.

- **Consumer friendly-** M-Commerce play a role of friend in consumers'life.Through M-Commerce people pays their electricity bills, water bills, Telephone Bills, Cable T.V. bills, from their homes. They do not waste their precious time to stand in long Queue.

- **Customers tracked by their location-** Through M-Commerce companies get detail of their customer's means their mobile number, email Id, Address, phone number etc is recorded in their system in this way they track down their customer and share the information as per their choice.

- **Optimum utilization of skilled resources-** Through M-Commerce many people get jobs.We can say that M-Commerce reduces unemployment.

Weakness-

- **Limited Memory and graphics -** M-commerce need high memory spaces in mobile device, but the limits of mobile devises are limited. Low graphic resolution in mobile devices, particular product is not properly visible and therefore reduces consumer interest. It is a big weakness of Mobile Commerce.

- **Small Screen-** Generally mobile phones are having small screen up to 2-3 inches. Therefore the display of the screen is also small it creates problem for customers. They do not decide to buy anything through mobile.

- **Lack of awareness-** People are not so much aware doing transaction through smart phone. They always fear about wrong transaction. So they do not shop from mobile. They do not make the best use of mobile.
- **Software is costly**-The software of M-Commerce is costly compare to E-Commerce.so many retailers may not go for it. In this way the area of M-Commerce is small.
- **Lack of proper internet education-** People in India are still ignorant about m-commerce and its application, usefulness With Literacy rate of 74.04% in 2011.Proper education or full education about mobile help them to deal m-commerce.

Opportunities-

- **Security, Privacy Risk -** M-commerce transactions involve the gathering of non-public data concerning shoppers, as well as their monetary details. Given this, m-commerce transactions raise Security and privacy problems for shoppers, furthermore as issues around mobile spam.
- **Fear of viruses through the network**- As wireless phones and private organizer networks became further and extra common and have mature in complexity, it's become increasingly hard to create certain their safety and security against electronic attacks among the sort of viruses or different malware.
- **Work in awareness sector-** People aren't such a lot aware doing dealing through Mobile phone. They forever worry concerning wrong dealing. In order that they don't search from mobile. They are not doing effective use of mobile. Government has to do some work like internet awareness programs, camps etc to give the knowledge and education about the M-Commerce.

- **Job Opportunities-** M-Commerce turned the life of youngsters. M-Commerce is a base on which people are getting jobs and give new chance to their life. Sachin bansal was the co founder of flipkart. He started flipkart in 2007 at the age of 26 years. In 2016 flipkart provided employment to more than 30000 persons. M-Commerce is a good option for removing unemployment for both literate and illiterate person. Deepinder goyal aged 32 has changed the way people looked at food ordering and created the first global app from India named Zomato in 2008 and they give jobs to more than 4300 people. **Amazon** is the **II** largest private employer in the United States (566,000 employees). M-Commerce is playing important role in our life.M-Commerce is used by every person in every where not even in India abroad also.

Threats-

- **Risk related to Theft-** Lost or taken devices unit of measurement presently the foremost imposing threat to info on mobile platforms. With extra staff doing business on sensible phones and pill computers, security teams unit of measurement being tasked with keeping the e-mail and application info on those phones and totally different devices secure

- **No Data Privacy-** Privacy issues which are taken into consideration are misuse of data, lack of trust, identity theft and lack of transparency. Privacy threats in mobile commerce increasing day by day, individuals involved regarding their information and voice messages from unauthorized access.

- **Small screen size-** Generally mobile phones are having small screen up to 2-3 inches. Therefore the display of the screen is also small it creates problem for customers. They do not decide to buy anything through mobile.

Discussion and Conclusion-

Mobile commerce is more than just a simple evolution of ecommerce. M-Commerce changes the way of doing business in the modern world. Every people who has smart phone can do buying or selling at anytime, anywhere in the world. Now a day's M-Commerce is playing a vital role in our society. People are more aware about Mobile Commerce Business and they prefer mobile business also. People are familiar with the online

shopping through their Mobile. M-commerce covers a wide variety of transactions means we can use m-commerce in any field like mobile banking, mobile entertainment, mobile shopping, mobile ticketing, food services ,financial services, travel services, retail industries and mobile information etc.

But still there are many works to take place for the development of m-commerce. We know that M-commerce is a new Business or company in India. We need good Internet connectivity and mobile networkings for the development of this business. Many people have also researched the M-Commerce area and they have also explained the problems of area as well as solutions but this area need more work.

The major problem of M- Commerce is Internet connectivity, some time people are not aware about English language which is more important to deal with online banking transactions and dealing with online App. for these problem Indian government should take necessary steps to enhance these growth factors like building of infrastructure to internet connectivity, provide awareness and literate more and more people for English language and M commerce usage. Government makes some flexibility in rules and regulations for enhancing M-commerce industry. Industry is not new in India, because of this, but still there are so many challenges, barrier gaps are in front of this industry, which can be managed & removed by the government efforts and changing mindset of the people of India. Indian mobile connection providers are also doing their best for the overcome the barriers of M-Commerce. These changes will boost the economy of our country. A huge number of companies in India are providing M-Commerce services every day and the number of users of M-Commerce is expected to rise in future.

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