

Critical Study of M-Commerce in India

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ABSTRACT

M-commerce (mobile commerce) refers to the buying and selling of products and services through wireless mobile devices such as smartphones and computers board. M-commerce is a type of e-commerce that allows customers to access online shopping platforms without having to use a computer. In-app purchases, mobile banking, virtual marketplace apps like the Amazon mobile app, and digital wallets like Apple Pay, Android Pay, and Samsung Pay are all examples of e-commerce. Shopping through Mobile, mobile banking, and mobile payments are different types of e-commerce. Users can purchase products applying mobile phones, an app like Amazon, or a web app.

1. M-commerce In India:

Markets have moved from local to regional & regional to global. Knowledge replaces land, labor and capital as the main drivers of value. Due to smart grids and virtual locations, traveling by road and by air is becoming less and less necessary. E-commerce (ecommerce) was born from technological breakthroughs, especially in Information Technology and Internet, making business processes lean, efficient, fast and accurate, bringing higher productivity and meet customer satisfaction. In addition, the process improvement has reduced production and transaction costs, resulted in a remarkable increase in the company's profits. Development in wireless and cellular networks have given mobile a whole new meaning, turning e-commerce in the field of research and application known as mobile commerce, or M-Commerce.

The purchase and sale of product through wireless technologies like cell phones are known as M-Commerce. M-Commerce is a platform which allows mobile users to get flavor of banking and business services with the support of android phones. M-Commerce is not for selling. It provides data and services that can lead to future transactions. As a result, M-reach Commerce's services go beyond the initial business transaction. Some of the most common uses of M-Commerce are text or SMS messaging, mobile payments, banking and financial services, logistics, buying/selling goods/services, information services, and management. -wireless customer relations.

2. Services of M-Commerce:

The way retail applications use GSM/CDMA wireless technology is changing due to infrastructure. For example, IBM provides a ready-to-use platform to install M Commerce Services:

- a. Banks and financial institutions
- b. Cell operators
- c. Government
- d. Loyalty Providers

e. Various Corporate

M-Commerce Infrastructure combines frontend applications from various organisations, such as Wireless Point of Sale Terminals, Micro Finance, vCash, epurse, Bill Payment, Prepaid Top up Vouchers, Vending Machine operation, eGovernment, and so on, with backend applications from other organisations. E Cube India, as a manufacturer, provides a wide range of hardware to meet the needs of its customers.

3. Types of M-commerce:

M-commerce divided into three types: M-Payment: Credit/Debit Cards: Payments can be made using credit/debit cards linked to mobile phones. M-payment systems like m-Chek, for example.

Money held in mobile phones is called e-money. In all types of transactions, consumers treat virtual currency as if it were real money. For example, a prepaid card or the value top-up offer.

Applying a mobile phone to access a bank account is called M-Banking. All payments are processed by the bank. Balance inquiry, stock transaction notifications, banking transactions and many more services.

4. M-Banking / M-Banking Platform:

M-Commerce / M-Banking services are offered by mobile banking application service providers through partnerships with banks and telecommunications service providers. They offer a wide variety of technologies and types of apps on mobile platforms, each with its own pros and cons, especially when taking into account the needs of difficult segments. MChek is among many M-Commerce platforms and services available. PayMate, unlike platforms like mcheck and ngpay, does not require a Java compatible handset or GPRS connection to run M-Commerce. Consumer bank accounts represent the major part of banking transactions. People can send money among themselves using their bank accounts on certain services, such as "green money transfers". With the help of the Post Office,

Bharat Sanchar Nigam Limited (BSNL) plans to develop a mobile banking infrastructure that will allow subscribers to send money orders by SMS, which will be redeemable at any post office any nationwide.

5. Applications of M-Commerce:

Customers connect to service providers via cellular and wireless networks, using mobile devices to retrieve information and complete transactions, which is a growing segment of e-commerce. M-Commerce services are available through a mobile and wireless networks and with the range of wide range of mobile devices. But wireless device performance is affected by their limitations; therefore, these limitations must be taken into account during the design and development phase of M-Commerce services and use of the same. Another important aspect of developing M-Commerce applications are identifying the needs of mobile consumers. M-Commerce services and uses of same are classified based on the features they provide to mobile users. The two main classes that result from this classification are transactional and directory-oriented services and applications. This article discusses adoption, analysis and impact of M-Commerce services and applications in India. This approach is based on the wants and needs of mobile consumers, categorizing M-Commerce services and applications as well as existing mobile and wireless computing technologies and their constraints. Mobile commerce reflects,

buying and selling of products and services by applying android phones, laptops and tablets with the participation of a financial institution. Mobile commerce includes the following activities:

- a) Travel and ticketing
- b) Selling movie tickets
- c) Paying bills to utility and service companies
- d) Sales transactions retail and retail
- e) Remittance

6. Evolution of Mobile Commerce:

Like mobile service providers, banks and payment service providers merge to offer additional product and services, secure transactions over mobile networks, M-Commerce services are developing in a rapid stage.

Unlike e-commerce, which can only be accessed by PC users, mobile commerce is accessible to almost anyone who owns a phone and has access to a mobile network. Mobile commerce is expected to grow as mobile usage and asset penetration are 4-5 times higher than desktop and is growing at a rapid rate.

Customers can now use their mobile phones to pay for taxi fares and top up their prepaid phone cards, thanks to the development of Mobile Commerce products.

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