ABSTRACT

New technology has changed the method of business and now people are become smart enough to use modern technology and diverted from physical market to virtual market. These methods of online business are named as M-commerce and E-commerce. In M-commerce people use to buy and sale good and services through electric equipment named mobile, which is wireless device of palm size. M-commerce is the second generation of E-commerce which enable user to do online transaction without need of a particular place and plug in the internet data cable. Today, mobile is not only used for sending SMS, entertainment and calling but it also used for other purposes like web browsing and online business etc. People are more active on social media and websites which had made marketing of online product easy and effective. M-commerce plays significant in improving relationship with customer. The main objective of this paper is to understand the basics of M-Commerce with different aspects.

Keywords: M-Commerce, Mobile, Services, E-Commerce

INTRODUCTION

The first M-commerce transaction came into existence in 1997 by joint efforts of over 100 organizations in the London when two mobiles where connected to each other and accepted payment through SMS. Then time to time mobile commerce was grown in the same year 1997 there was one application launched by Merita bank of Finland for providing mobile banking services, in 1998 Radiolinja (Finland) has sold first commercial product i.e. ringtone on mobile. In 2008 Peter J. has launched application providing medical services, in short day to day mobile commerce has gained extra ordinary growth and now a day it became mandatory part of life of people because now almost everything, every product and every service is online available through individual applications. Some services are only available through mobile like Uber travelling facility.

In M-commerce transaction can be completed through a wireless telecommunication network on equipment called mobile phone. But if we talk about E-commerce, E-commerce is type of industry where buying and selling of Good and services are takes place on internet and other computer networks. E-commerce includes trading of Goods and services though online materialized system. M-commerce is nothing but the extension or subset of E-commerce.

Now days, due to advanced technological system wired material system is getting converted in wireless materialized electronic system. So, when people use to conduct e-banking or they had to purchase or sale product they don’t need to use personal plugged computer due to M-commerce facilities, It means that with the use of mobile phone or personal digital assistants (PDA’s) people can deal with their various virtual or online activities within seconds.
In simple language, business-to-consumer transactions conducted from a mobile device are known as M-commerce.

**OBJECTIVE**

1. To understand the basics of M-Commerce.
2. To determine the difference between M-Commerce and E-Commerce.
3. To know the benefits and limitations of M-Commerce.

**REVIEW OF LITERATURE**

Dr. Sachin Gupta and Anil Vyas have carried out research paper titled, “Benefits and Drawbacks of M-Commerce in India: A Review” in which they have given brief idea about the hurdles in the growth of M-Commerce in India, they have also stated that M-Commerce is user friendly and secured way of transaction through mobile whereas there is problem of low internet connectivity. They have found out that there is requirement of proper infrastructure for the growth of M-Commerce and suggested that people should be aware and literate enough to accept and use M-Commerce.

Sujata Deshmukh and Prashant Deshmukh have mentioned in their research paper titled, “Transformation from E-Commerce to M-Commerce in Indian context” that M-Commerce is nothing but subset of E-Commerce where all transactions are done by mobile phone instead of computers. They has stated one biggest problem of language in India, biggest portion of Indian population is not ready to read content in English language.

**RESEARCH METHODOLOGY**

This paper is based on secondary data available from various articles, books, journals and online sources.

**M-COMMERCE SERVICES**

M-commerce is not limited to a single or one particular online services, it provides different type of services related to different fields and items for making life style of people easy. Here some of those services are listed out:

1. Mobile Banking services (check out account information and money transfer and other services related to bank are provided, bank customer is not required to wait for opening the bank and physical visit of bank. Some services are 24×7 subject to special charges.)
2. Mobile trade services that is buying and selling of necessary items, it also includes trading of securities online and many more things.
3. Online Mobile News such as sports, headline, weather etc. (For Example News Hunt Application)
4. Booking of online Movie Tickets/Railway Tickets/Air Tickets (For Example movie ticket by using Book My Show in mobile) and hotel bookings.
HOW DOES IT WORK?

It can be seen in above diagram how M-Commerce works, it is fully based on mobile applications related to different goods and services. By using application you can easily deal with your requirement through mobile.

DIFFERENCE BETWEEN M-COMMERCE AND E-COMMERCE:

1. In E-Commerce online business transactions are done by using computers or laptops. Whereas, in M-commerce it is totally opposite business transactions and other services available online through internet but on mobile devices.
2. M-commerce is very portable or convenient to any place of world because mobile phones are very easy to carry out to any place. You can do any online transaction in any corner of world through mobile phone the only condition is internet connection should be there. Whereas in E-commerce, you have to do your transactions on the computer or Laptop, Which are also portable but not easy to carry as mobile phones, so people can’t be accessible to E-Commerce easily.
3. In E-commerce you can pay charges through the use of online net banking system whereas in M-Commerce generally mobile wallets are used, people are required to transfer first to transfer their money in wallets like paytm, than after payment is done.

BENEFITS OF M-COMMERCE

In current days M-commerce has shown unexpected growth, the main reason is increase in mobile users and along with it due to cheap internet data packs after the launching of Jio. M-commerce makes life easy in all aspects. The benefits of M-commerce are as follows:

1. As we all know mobile is palm size electronic device so it becomes very easy for users to carry it in any corner of the world.
2. Mobile commerce becomes more convenient to the person with very busy schedule because by using M-Commerce outdoor transactions can be done without physical visit of the place. For Example people don’t need to go for mobile recharge, bill payment and even for buying things to markets or shops.
3. While purchasing online through M-Commerce, payment system is very easy and secure as compare to others, facilities of mobile e-wallets and all is available.
4. In M-Commerce quicker internet access possible as compare to wired connections. Even less internet data is used in mobile device as compare to personal computers and wired devices.

LIMITATIONS OF M-COMMERCE

1. For smooth usage of M-commerce speedy internet connection of 3G/4G is must otherwise is becomes headache for the mobile users and it takes too long time in completing transaction if low internet connection is there.
2. In M-Commerce the biggest limitation is of technology because within short time issues related to Memory, RAM and Battery comes in front of users because Mobile Applications covers sizable portion of memory due to time to time update and uses more battery.
3. In Indian people do not wisely accept the new concept of M-Commerce due to static mind set of using laptops and computers.
4. Bigger portion of Indian population is not like to deal in English language and accept change So, it becomes hurdle in the growth of M-Commerce.

FINDINGS AND SUGGESTIONS

Researcher has found out that there is M-Commerce is almost similar to the e-commerce except few significant differences. M-Commerce is user friendly and time saving for the busy people but the biggest problem of M-Commerce is related to the technological constraints and mandatory availability of internet with good speed.

In India still M-Commerce requires more growth and support for wide usage. Government should take necessary steps for making people convinced that they are fully secured in online transactions than people will be freely go in the M-Commerce. Still high level of competition is expected in India between M-Commerce companies to make it more cheap and easy.

REFERENCES