

# New Points of View on Mobile Commerce Exploration and Applications

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## ABSTRACT

**This paper summarizes the progress and the future directions of m-commerce research. Regardless of the fast multiplication of Internet-empowered portable handsets, observational research has been embraced just in a set number of research ranges. Imperative advance has been made in versatile Internet and SMS-based portable publicizing reception, however other critical themes, for example, web based business and m-trade examination, portable based verbal, and methodological issues, have once in a while been tended to. Future reviews ought to investigate these zones. All things considered, the seven commitments to this Special Issue are presented.**

**Keywords: Mobile Commerce, commerce, new, internet, advertising.**

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## INTRODUCTION

Given that so many people have smart phones these days; you might expect the cost of a mobile ad to be higher than that of an ad appearing on a desktop or laptop computer. Surprisingly, this isn't the case. Mobile ads are one third the cost of desktop ads. It's difficult to track activities from mobile devices and tie them to subsequent behaviors. Even though someone might begin to research a product on his or her Smartphone, in many cases, the person completes the purchase on a full-size monitor or in the store. However, mobile commerce presents unique opportunities to engage with consumers. Many enterprises that deal directly with consumers are extending their mobile capabilities to interact in ways that strengthen the brand and the consumer relationship both before and after the sale.

## MOBILE COMMERCE OR M-COMMERCE

Mobile Commerce refers to provision and a ailment of Commerce and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities Customer's Adoption of Mobile-Commerce. With mobile technology, banks can offer services to their customers such as doing funds transfer while travelling, receiving online updates of stock price or even performing stock trading while being stuck in traffic. Smart phones and 3G connectivity provide some capabilities that older text message-only phones do not. The convergence of mobile communications and distributed networked computing has provided the foundation for the development of a new channel of electronic business, mobile business. Mobile business (m-business) is defined as the use of the mobile information technologies, including the wireless Internet, for organizational communication and coordination, and the management of the firm.

M-Commerce is a term used for performing balance checks, account transactions, payments, credit applications etc. via a mobile device such as a mobile phone or Personal Digital Assistant (PDA). It is the convenient, simple, secure, anytime and anywhere Commerce. Many new e-commerce applications will be possible and significantly benefit from emerging wireless and mobile networks. These applications can collectively be termed wireless e-commerce or mobile commerce. The earliest mobile Commerce services were offered via SMS. With the introduction of the first primitive smart phones with WAP (wireless application protocol) support enabling the use of the mobile web in 1999, the first European banks started to offer mobile Commerce on this platform to their customers. SMS Commerce is a Mobile technology that allows you to request and receive Commerce information from your bank on your mobile phone via SMS. WAP Commerce is another form of the E-Commerce that enables the user to communicate interactively with the bank, for which client uses only GSM mobile phone with WAP service. With its options and the method of controlling WAP Commerce reminds an easy form of Internet Commerce. WAP is a universal standard for bringing Internet-based content and advanced value-added services to wireless devices such as phones and PDAs.

### **Mobile Commerce Term Meaning**

Mobile Commerce (also known as M Commerce, m-Commerce, SMS Commerce) is a term used for performing balance checks, account transactions, payments, credit applications and other Commerce transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). Mobile Commerce refers to provision and availing Commerce- and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customized information." According to the conceptual model of Mobile Commerce can be said to consist of three inter-related concepts:

- Mobile Accounting Mobile Brokerage
- Mobile Financial Information
- Services Mobile phone Commerce may also be used to help in business situations as well as financial.

### **Mobile Commerce Services**

Banks offering mobile access are mostly supporting some or all of the following services:

1. A/c Balance Enquiry
2. A/c Statement Enquiries.
3. Cheque Status Enquiry.
4. Cheque Book Requests.
5. Fund Transfer between Accounts.
6. Credit/Debit Alerts.
7. Minimum Balance Alerts.
8. Bill Payment Alerts.
9. Bill Payment.
10. Recent Transaction History
11. Information Requests like Interest Rates/Exchange Rates.

### **Engaging the Customer**

Customers expect certain core functions that naturally mesh with mobile device usage, such as store-locator capabilities (users often access information about a specific store they plan to visit<sup>(4)</sup>), and customers use their mobile devices for a range of activities related to purchases, including

- accessing coupons that they redeem at a local store,
- receiving offers that they use to make a purchase on a laptop or desktop PC,
- downloading apps that let them browse their favorite retailers,
- browsing and previewing email from retailers that prompt them to make purchases on their smartphone,
- using apps that make in-store and at-home shopping more productive, and
- Checking inventory at a local store.

For some retailers, the key isn't so much transactions and commerce-focused functionality but rather consumer engagement — even when consumers aren't shopping. Pre-purchase research is a primary activity supported by access to detailed product information, online reviews, and related content (support articles, tips and tricks, FAQs, and discussion forums).

According to Cost, "everyone in the commerce world is centered [on] conversion, but if someone has income to make a purchase once per month, do you want [that person] to just show up on day of the purchase?" Cost says no—he wants that customer to come every day, even when not making a purchase:

The daily conversion of visits is worse, but this is a different way of thinking. Purchase metrics are not always meaningful. If a person starts [his or her] journey on a mobile device, but doesn't [make a] purchase, how do you know what is successful on mobile? We are making the argument that it has to be around engagement.

Cost refers to this new approach as the “micro-conversion,” and he explains how new technologies are helping his company create user-generated content to help with this process.

### **Retargeting Ads**

Trying social media engagement directly to sales is one challenge. Another is tracking behaviors from device to device and across channels, which complicates efforts to deploy resources and allocate funds appropriately. Mobile devices don’t use cookies consistently, so organizations are trying new software and approaches to monitor and track customer behavior and mine that behavior to segment buyers and create customized user experiences.

One company, Tell apart uses predictive analytics and machine learning techniques to look for patterns in online behaviors and integrate with purchase histories and third-party data feeds. The goal is to identify high-value customers, track them across channels and devices, and model purchase intent. The common identifier is the user’s email address.

Advertisement “retargeting” depends on the ability to track sites that users have visited. If a site visitor bounces from that site without purchasing or registering, the advertiser can present an ad to them when he or she visits another site that’s part of the ad network. This approach won’t work consistently with mobile devices. Facebook, Google+, and Twitter all have the ability to track users across devices and offer various advertising products that retarget ads to mobile users. Although the approaches vary, because users log in across devices, those networks can monitor user desktop activities and enable cookie-based data to be integrated with consumer mobile device behavior to serve content and advertisements that are appropriately targeted to users.

### **Developing Mobile Trends**

Mobile technologies and methodologies are developing and evolving quickly, yet there are a few patterns that investigators have recognized. These improvements help to make cell phones able to do genuine balanced promoting—a persuasive objective that advertisers have had for a considerable length of time. By focusing on, customizing, narrowcasting, and conveying through companions and partners, advertisers will have the capacity to all the more intently give prospects the things they require, when they require them. Rich media and diversions imply that interchanges are additionally captivating and engaging, clients will be better off, and associations that oblige them will decrease the cost of finding and serving clients. Obviously, clients must acknowledge possibly nosy observing of their exercises in return for a superior client involvement with more focused on substance.

### **Personalization**

Personalization and customization of messages and content-based user context is even more important on a mobile device due to limited screen real estate and user attention. Cell phones associate with purchasers on an extremely hint level, and many methodologies require unequivocal consent and proactive engagement. Without high-esteem, suitable offers, that authorization and engagement won’t likely happen. Additionally, some methodologies, for example, portable informing, can be viewed as meddling without the right preparatory collaborations.

## **MERITS AND DEMERITS OF M-COMMERCE**

The Merits of M-commerce are as follows:

As we know now a day’s M-commerce is growing rapidly, the number of mobile phones is growing now a days. M-commerce help each individual to do his/her work smoothly according to their schedule. The benefits of M-commerce are as follows:

1. For making an m-commerce transaction it is not needed that the user needs to plug in his laptop or PC and wait for the system to reload. It is enough that you just hit a single button on your mobile device.
2. Connecting through a mobile is faster than dial-up connections using wire line modems.
3. Easy mobile payment is one of the main prerequisites for the success of m-commerce, when the mobile phone can functions as an electronic wallet for mobile payments, including micropayments, application developers and service providers will find it attractive to introduce new mobile communication services to the market.
4. As Mobile device is easy to carry by user, it helps user to avoid to go to shops physically as it also help to avoid once use of laptops.

5. Users can be accessible through their mobile phones and at the same time be accessible online to by logging on to various mobile messengers like Facebook, Twitter, Gmail and other networking platforms.

#### **Demerits:**

1. Technology constraints of mobile devices (memory, Processing power, display capabilities, input methods).
2. Less Graphics Resolution-In comparison of computer/laptops mobile has less resolution. In other words product is not properly displayed compared to laptops/computer.
3. Less Functionality-As Mobile Phone Provide Less Functions compared to Laptops. Here functionality is limited for mobile phones.
4. Lack of Awareness- in India people do not aware about M-commerce. Literacy rate of India is grew by 74.04%, but in world literacy rate is 84% in 2011. People in India are Uncomfortable to buy products through M-commerce.

#### **Developing Mobile Location Strategies**

The power of mobile technology is the capacity to use area and various levels of granularity to explicitly target clients given the setting of their exercises. Phil Hendrix, of research based consultancy IMMR, considers area from a worldly and logical:

Area is not just a position as reflected by scope and longitude. Buyers are arranged in time and space. Portable empowers advertisers to convey promoting at the crossing point of both, consequently focusing on the minute in time and the area setting around it. Subsequently, advertisers can convey showcasing that is valued and important in light of the fact that it is inseparably connected to our general surroundings and identified with our lives at accurately that point in time.

As indicated by Hendrix, area is a continuum that reaches from the large scale level, the traverse of correspondence at the city level, ordinarily served by neighborhood daily papers, TV, and radio—down to the smaller scale level of an individual item on a shelf. The eight layers as characterized by Hendrix are city, range, region, focus, store, walkway, bundle, and item. Now and again, these use similar applications, methodologies, and advancements and prompt similar results, however the scale fluctuates. In different cases, the apparatuses and methodologies are on a very basic level distinctive.

In principle, advertisers could focus on the geographic and spatial setting of a customer with shifting levels of granularity, contingent upon the message, achieve, action, and particular suggestion to take action.

### **PERCEPTION TOWARDS MOBILE COMMERCE**

Technological innovations are having critical significance in common life of human. This time can securely be credited as innovation unrest. The speedy development of data innovation has soaked up into the lives of a great many individuals. Fast innovation headways have presented real changes in the overall monetary and business environment. Look into on customer demeanor and reception of versatile Commerce appeared there are a few elements foreordaining the shopper's state of mind towards online Commerce, for example, individual's demography, inspiration and conduct towards various Commerce advancements and individual acknowledgment of new innovation. It has been discovered that customer's dispositions toward online Commerce are affected by the related knowledge of PC and new innovation. The selection of electronic Commerce powers customers to consider worries about secret key trustworthiness, security, information encryption, hacking, and the insurance of individual data.

Electronic Commerce requires may be the most buyer inclusion, as it requires the customer to keep up and frequently interface with extra innovation (a PC and an Internet association). Shoppers who utilize online business utilize it on a continuous premise and need to secure a specific solace level with the innovation to continue utilizing it. Client reception is a perceived predicament for the key arrangements of money related establishments. A few reviews have examined why people pick a particular bank. Vital shopper choice variables incorporate accommodation, benefit offices, notoriety and loan costs. As indicated by [6], clients have less time to spend on exercises, for example, going to a bank and in this way need a higher level of comfort and openness. The administration quality characteristics that the Internet banks must offer to actuate purchasers to change to online exchanges and continue utilizing them are seen convenience, usability, unwavering quality, responsiveness, security, and nonstop change. In another review by [8], they found that individual assumptions with respect to exactness, security, organize speed, ease of use, and client inclusion and comfort were the most essential quality traits in the apparent value of Internet-based e-retail Commerce. The key expectation of this paper is to assess those

components that control the way of clients towards mobile Commerce and their growing propensity towards the online money related organizations.

## **CONCLUSION**

The after effect of this paper demonstrates that apparent handiness, usability, subjective standard, customer mindfulness and saw hazard are the vital determinants of mobile Commerce appropriation. This review meets the coveted target; however it experiences one misfortune. Consider infers that majority of customers are accepting online Commerce because of many favorable elements. Investigation reasoned that helpfulness, usability, subjective standard, mindfulness and dangers identified with it are the fundamental scrutinizing variables to acknowledge online Commerce framework. These variables have a solid and beneficial outcome on clients to acknowledge portable Commerce framework. The work is focused on a specific area and consequently the outcome may change with area and the demography of the general population. Comparative review can be directed in different schools and colleges and results can be looked at.

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