

IMPACT OF MOBILE COMMERCE IN PERSPECTIVE OF INDIAN SCENARIO**Dr.T.Kannan,**

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Abstract

Over the beyond ten years cell telephones have changed the way that we tend to live and work. It's a amendment in non-public freedom and commercial world. The movable appears to relinquish North American kingdom additional strength as humans to try to what we want and be World Health Organization we wish to be. a lot of us consider cell phones as extensions of themselves. Mobile commerce has become the newest trend nowadays. Business companies are evaluating the revenue ability continuously of the m-trade market and commenced to develop enterprise models to take advantage of the massive profit ability of this new marketplace.

Keywords: E-Commerce, M-Commerce Security, Mobile Internet, Mobile Business

Introduction

Mobile Commerce offers with change of services and products of fee between producer and consumer. With invention of updating technologies and techniques Now- a- days , trade has taken many forms. The way of dealing and exchanging of goods and offerings has undergone massive modifications with days passed on. With competition emerging, purchasers becoming greater conscious and having more choice, entrepreneurs checking out progressive approaches to deals with customers to be in forefront to break the opposition. Most of the organizations to face out of clutter and top of thoughts to try and to the enterprise with the customer, a alternative strategy / way selected is M- commerce or Mobile Commerce. Mobile is that the latest happening element not simplest in India however within the world. By the arrival of latest technologies in cellular handsets and complicated offerings by carrier vendors in Indian Mobile telecom market can be a buzz. Mobile entered in India in 1995 however penetrated so rapid with for the duration of in a specific decade that it's have become a need for each individual. Not only in Indian urban market but rural penetration is additionally great.

Mobile Commerce (M Commerce):

M- commerce (Mobile Commerce) is the dealing of goods and services through wireless handheld gadgets such as smart phones and capsules. Now-a-days as a form of e-trade and m-

commerce allows customers to get right of entry to on-line purchasing platforms with out needing to apply a computer. Mobile trade is using Wi-Fi handheld devices like cell phones and drugs to conduct business transactions like shopping for and selling products via on line, on line banking, and paying bills. These factors have increased the strength for M-Commerce in India; it has lead to newer opportunities for the businesses to grow. One cannot get the entire word knowledge on their smart phones, can access and manage bank accounts, save time without help of mobile Commerce. Mobile commerce is on growth track. It increase the adoption of acceptance amongst various sections of the society.

Objectives of the Study

- To find out what are the impact of M commerce in India.
- To find out the growth rate of Merits and demerits of the M-commerce in India.
- To understand the features of M commerce in India.

Research Methodology

The methodology adopted in carrying out the research work is explained in the following paragraphs.

Source of data

The present study is mainly based on secondary data which is collected information through newspaper, magazines, etc.,

Scenario of M-Commerce in India

Use of M-commerce end up famous in India in nowadays and the main purpose behind this popularity is availability of mobile phones at reasonable rate and consequently humans come to be use to of using cell phone. One more motive which influence the popularity is net facility in cell at feasible rate. In today's economic scenario, business and public area i.E. Telecommunication, monetary institutions are utilizing huge variety of mobile telephones and even facility of providing records thru SMS grooming nowadays facility of cell banking is added which give facility to commonplace human beings for making price of invoice without problems and also helpful in ticket restrict Rs. 50000 is made by way of RBI for cell charge. Even cellular phones/clever telephones may be used the charge and then utilize that money later. Reliance also offer the service that is mentioned above

Merits and Demerits of Mobile Commerce

Merits of Mobile Commerce:

- Added customer retention by being more easily accessible.
- More convenience for customers in comparing prices, reading reviews and making purchases with the help of mobile phone and tablets.
- Wider variety of products and services available for buying and selling goods.
- Automates a businesses' key point of business it depends upon the contact and sales.

Demerits of M-Commerce include:

- As mobile experience is poor it executed the customer to avoid making purchases.
- Mobile payment options are not available in every geographic location and may not support some network issues arises.
- Businesses must know and comply with tax laws and regulations of all countries regulations act.

Features of Mobile Commerce

Another issue is low net connectivity (2G, 3G). In India, the 3G prices have dramatically dropped. Somehow, there are phones that do not aid 3G. Meanwhile, the velocity of 2G is too low for making purchases and payments. Not handiest that, albeit the discount of 3G quotes, they're nevertheless unaffordable to a massive chunk of users. 4G is also to be had however its availability is restricted to cities and sure regions in India together with Bangalore and Pune. Somehow, for 4G connection, it's miles unaffordable to a whole lot of customers as the required tool and connection rate could be very costly.

Another point worth noting is that generation fanatics are no longer necessarily technology users. Hence, it is not unusual to see people wearing around with them modern-day mobile devices, and yet, they don't use them for making purchases. Among the possible motives for this is the incapacity of the screen decision and the cataloger in supplying the desired product viewing. Mobile applications can also be complex instead of e-trade websites. In order to assure ease of use, it is essential that m-trade apps are normal in a manner that caters to the want of users. The apps also want to be up-to-date with the cutting-edge shopping trends.

Conclusion

M-Commerce is determining the price of companies in India. M-Commerce key factors consist of wide reputation of mobile telephones and smart phones, growing affluent middle elegance consumers. This boom may be traced again to technological and demographical tendencies which have influenced crucial components of the socio cultural conduct in today's world. Future appear promising with new 3G technology and shortly with advent of 4G technologies a advantageous alternate in the way of M-commerce is also on the cards. In destiny cell trade is going to play. Is heading increasingly closer to value added services with the help of cellular commerce the telecommunication area going to get a mass improvement in future.

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