



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON BENEFITS AND DRAWBACKS OF M- COMMERCE IN INDIA

**RAHILA PARVEEN.S**

Assistant Professor, Corporate Secretaryship  
Anna Adarsh College for Women

### ABSTRACT

In today's emerging nations, mobile phones are quite important. Today, people can shop online right from their phones; with the use of the internet and these devices. In the e-commerce sector, mobile commerce is now a core requirement rather than just a choice. Most shoppers are already eager to start buying on their mobile devices. Mobile commerce, or m-commerce," as it is more commonly called, is the process of carrying out company operations using mobile phones that are connected to the internet globally. The current study was an attempt to raise the benefits and importance of m- commerce. Hence, the business activities could include using different software programmes, downloading audio or video content, making online payments, playing online games, buying and selling goods and services, etc.

**KEYWORD:** *m-commerce, mobile banking , mobile shopping and payments*

**INTRODUCTION:** Mobile commerce, or more commonly known as m-commerce, is one of the leading industries when he/she talks about business these days, and there is no doubt that every single person today is trying to adopt this form of business for sure. M-Commerce enables businesses and users to sell and buy products and services via mobile devices. One can perform commercial activities via mobile devices by using the internet. The use of wireless technology (WAP) to conduct sales of goods, provide services, make payments and other financial transactions, exchange information, etc. is the basis of mobile commerce. M-commerce is actually a rapidly growing sector of e-commerce. Nearly 70% of the online transactions that occur in India happen from mobile phones. Globally, it is a 700-billion-dollar industry.

**DEFINITION:** M-commerce was introduced by **Kevin Duffey in 1977** at the Global Forum launch and is defined as an innovative way of doing business over the internet. It is an extended version of E-commerce in which handheld devices are used instead of desktops for buying and selling goods at any place at any time.

### Why M -Commerce is important

Mobile commerce delivers electronic commerce services anywhere in the world to the consumer's hands using wireless technologies. By creating a good user-friendly mobile design interface with an easy and commanding user experience, consumers are able to make purchases anywhere in the world. One can make easy and safe transactions at any time, anywhere on the globe.

## TYPES OF M – COMMERCE

**Mobile commerce can be classified as either mobile shopping, mobile payments, or mobile banking.**



- **Mobile Shopping:**

Mobile shopping is similar to E-commerce. The difference is that it can be accessed using mobile devices. To conduct mobile shopping, there are now mobile-responsive websites, applications, and social networking platforms. Mobile shopping enables shoppers to make purchases using their mobile devices. Increasing demand for mobile commerce has given rise to fast and user-friendly mobile apps.

- **Mobile Banking**

Online banking and mobile banking are largely comparable. All transactions made through mobile devices when using mobile banking. A specific application is typically used for mobile banking; while others are experimenting with the usage of chatbots and messaging apps powered by AI.

- **Mobile payments**

This type of m-commerce focuses on the progressive development in payment methods using mobile devices. Nowadays, customers can take advantage of multiple payment options that work beyond the mobile wallet.

### **BENEFITS OF MOBILE COMMERCE FOR BUSINESS:**

- **Accelerated Buyer's Journey:** Most business owners mistakenly believe that delivering their customers a responsive website can give them the same experience as mobile apps. Compared to web pages, mobile apps load pages 1.5 times faster. They therefore make it possible for people to browse and buy things on their smart devices more swiftly. Businesses will really benefit from this; and they will seek to offer the finest user experience to their customers and make the purchasing procedure as efficient as feasible.
- **New Marketing Channels:** The fact that M-commerce provides a variety of online marketing options is one of its main benefits. Moreover, by carefully analyzing and observing the web activity related to your app. To attract more visitors, one might develop a potent marketing campaign. With a smartphone app, mobile commerce enables us to directly reach the targeted audience. which will ultimately lower the marketing expenses. One may encourage users to tell their network about the brand via the app's integrated social media platforms. In conclusion, mobile commerce will lower one's marketing expenses and increase the efficacy of marketing initiatives.
- **Valuable customer data:** Mobile apps are equipped with an in-built analytics tool to track customer behaviour and data throughout their purchase lifecycle. Knowing your consumers is an essential factor in planning a successful marketing strategy. Through the inbuilt app analytics, one can track the visitors' location, age, choice, behavior, etc., how frequently they make purchases, etc. App Analytics lets you understand the complete shopping pattern of your customers. The sophistication of the analytics tool will depend on one's marketing strategy and the resources allocated to the app development. So, analytics with important features let us increase sales by reaching consumers proactively with personalized offers.

- **Reaching audiences at the right time:** The right message delivered at the right time can effectively convert your audience into paying customers. One of the vital advantages of m-commerce for businesses across different sectors is that it allows you to target audiences at scheduled times. There are features like push notifications through which customers can be notified. Regarding any new offers and updates about the product. One can schedule push notifications and send them to the customer. Whenever one thinks it is the right time to reach them,
- **Broader reach and availability:** The biggest advantage of M-commerce is that it enables organizations to reach new markets that they could never enter before. The use of mobile devices is increasing every day, and now almost every person uses a mobile phone. From students to entrepreneurs, everyone owns a mobile phone. And every person with a mobile device is a potential customer. So, such an extensive user base provides ample opportunities for nurturing and generating leads. So, accessing the offer will be convenient for users if they just need to download an app from the app store. Unlike physical stores, mobile apps do not require one to stand in a queue and go shopping. So, through mobile apps, one can browse all the products at one's fingertips and reach a global audience. There are immense advantages to m-commerce, through which one can do fabulous and hassle-free shopping.

### DRAWBACK OF M- COMMERCE IN BUSINESS:

- **It requires Technology access:** If a customer doesn't have a mobile device, then they aren't going to be a part of the m-commerce experience a business provides. Regardless of whether or not a mobile device is owned, it must be capable of retrieving company information, providing product or service information, and transmitting a sales order for it to be a successful experience. If an app is employed, it must be downloaded and upgraded to produce information access.
- **It offers a scarcity of private touch :** Despite enticing graphics, thorough product descriptions, and customer discounts, firms utilizing mobile commerce must be cautious. Customer reviews frequently get their inspiration from the initial impression of a mobile website or app. These reviews are permanent, so businesses need to nail that first impression as frequently as they can. There are fewer chances to improve an initially negative experience because private touch is so scarce.
- **It requires apps or websites to be working:** If one is trying to sell something through m-commerce, then one up time percentage is going to be a key metric. If one's platform crashes or cannot be accessed for any reason, then you're not going to be generating any sales. Even something as simple as a short-lived surge in traffic is often enough to require some platforms to be down. One needs to plan for the worst-case scenario here, then be able to implement the measures immediately should something happen.
- **It requires faith within a product:** Consumers can't try most things before buying them on the mobile shopping platform, even with augmented reality capabilities. When customers receive the product and decide it's not the perfect fit, they might not have a mechanism to return it for a useful refund or replacement item. Some goods and services may see lower returns than they do with in-person transactions if there isn't a clear, succinct and worthwhile return option (or a try before one buy option) available to customers.
- **It's an extremely competitive market:** Because mobile commerce provides a global market, there is intense rivalry for every given good or service. There is a real possibility that one will face competition from other companies operating in the same market as; although the supplier is in the neighbourhood, the development of mobile commerce sales can take a long time. Consumers must sift through the chatter of competing claims to the same item to identify the quality.

## HOW TO OVERCOME THESE CHALLENGES

Every firm has greater sales and revenue as its ultimate objective. Offering clients, a better user experience is essential for boosting sales and revenue. Consequently, to give them a better user experience. The most recent market and consumer demands and trends must always be kept in mind. Choose an app development company that offers a product with the most recent features that the market demands.

### CONCLUSION

M-Commerce is expanding quickly and has established itself as a major method for online buying and making payments in today's cutthroat economy since it saves time and allows users to handle numerous chores at once. Because of the limits of cell phones at the time, m-commerce was first seen as a risky field. The scope and advantages of mobile commerce now present a wide range of company prospects. No established entrepreneur should overlook or underestimate these capabilities.

### REFERENCES:

[What is M-Commerce? definition, features and types - The Investors Book](#)

[M-commerce Advantages and Disadvantages \(2022\) - \(nimapinfotech.com\)](#)

[Essential Advantages Of M-commerce and Challenges For Businesses \(cedcommerce.com\)](#)

[A study on m-commerce in India : Potential and challenges ISSN: 2320-0693 Vol-19-Issue-09-May-2020](#)

<https://www.researchgate.net/publication/344217511>

