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A QUALITATIVE RESEARCH ON MOBILE COMMERCE IN INDIA – IMPACT AND EFFECTIVE APPROACHES FOR GROWTH

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ABSTRACT:

The future of Mobile Commerce is good in India as the government has taken a lot of initiatives to enhance the quality of mobile commerce in India. Demonetization in India help mobile commerce growth. Govt decision to scrap Rs 500 and Rs 1,000 currency notes is impacting the economy and money circulation, the decision seems to have a positive impact on the mobile commerce industry. Day by day many people's are transferring to Mobile Commerce to get good and fast transaction into market.

KEYWORDS: Mobile Commerce, Demonetization.

1. INTRODUCTION

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone Mobile commerce (m-commerce) is electronic sales and commerce – in other words, e-commerce – using wireless handheld electronic devices such as smart phones and tablets. To be clear, m-commerce is not a separate entity from e-commerce: instead, it's a more specific sub-group of e-commerce transactions that involves the use of smart phones and tablets, instead of desktop and laptop computers.

As 2017 begins, mobile commerce in India is undergoing an exciting transition. The country has seen an impressive rise in everyday commerce conducted via mobile devices. In fact, India is now one of the top five regions for the Google Play store, as more of its 1.2+ billion people look to search, interact, and shop on the go via their smart phones and other mobile devices.

m-payment and m-banking segments have shown significant growth over the last few years. Initiative taken by the government and financial organizations to reach India's un-banked population can ensure tremendous growth

2. LITERATURE REVIEW

Review of literature paves way for a clear understanding of the areas of research already undertaken and throws a light on the potential areas which are yet to be covered. Keeping this view in mind, an attempt has been made to make a brief survey of the work undertaken on the field of Mobile Commerce. This part deals with the review of literature concerned with the subject of this study. Many studies have been conducted. It highlights the Mobile Commerce impact and effective approaches. The reviews of some of the important studies are presented below.

MR Murugadoss k panneerselvam presented Mobile Commerce with features like ubiquity,

convenience, personalization and timely service, it is going to be next generation mode of business

Tatsat Pandey presented SCOPE OF MOBILE COMMERCE Impacts of a Mobile App, through this whitepaper, Author would look at the impacts an app has on the M-Commerce segment.

Satinder , Niharika presented THE IMPACT OF MOBILE COMMERCE IN INDIA: A SWOT ANALYSIS, This paper identifies facts about the feasibility of M-Commerce in India today its growth and the Strength and opportunity, weakness and threats lying ahead.

3. USE OF MOBILE COMMERCE IN VARIOUS SECTORS

Travelling sector Booking railways, flight and bus tickets through mobile have become quite common now a day. With such a mobile commerce services, the travel agencies can reach greater number of customers. Almost all the travel agents in India have their own mobile app which is designed for booking flight tickets. Customers can easily book their flight tickets in these apps whenever they want. They can pay through the several payment options available. The Indian railways have also developed their mobile commerce app to help the passengers book their tickets through mobile phones

Entertainment sector

Various multiplexes sell movie tickets through mobile phones. User can book their ticket by using their mobile phones and collect the tickets from the counter by showing the confirmation SMS.

Retail Sector

Mobile Commerce involves shopping through a mobile device (typically a Smartphone). M-commerce has the potential to become a major channel for shopping and to change consumer shopping habits

4. EFFECTIVE APPROACHES FOR MOBILE COMMERCE GROWTH

Improvement in mobile commerce sites – Most of the time mobile commerce sites should not load quickly due to heavy pages (contain images, video or other.) users like quick display of mobile applications on mobile phone and purchase of goods

Internet Connectivity – good speed of internet improves the usability of mobile commerce and is directly proportional to growth of mobile commerce services

Simple Mobile Applications – Most smart phone users don't have experience of mobile application usage. So simple and user friendly mobile application attract customers.

Easy Payment procedure – most mobile applications use third party payment gateway if it has simple approach then it will contribute in the growth of mobile commerce.

Security – this is main issue in consumer mind. Consumer having fear in mind that money safety of their account.

Awareness - most users are not aware with the benefits of mobile commerce still they are using desktop computer for e commerce services

5. CONCLUSION

The future of Mobile Commerce is good in India as the government has taken a lot of initiatives to enhance the quality of mobile commerce in India. A number of companies in India are providing mobile commerce services everyday and the number of users of m-commerce is expected to rise in future. Millions of people in India are using m-commerce. Almost all the industries in India today use mobile commerce such as retail industry, financial services, travel services, entertainment industry etc. Businesses are using Mobile commerce due to a number of reasons. The first reason is promotion. All the businesses are using M-commerce as this is a great platform to promote their products. Many businesses offer discounts on mobile commerce transactions as a promotional activity. The businesses are benefitted by the m-commerce in terms of payments too. They do not need to involve them in the payment process as it is done by the payment gateways.

Many people have started E-Commerce by Desktop but still they hesitate to use M-Commerce because of security problems, payment issues and complexity of mobile application.

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