



# Mobile Commerce: New Strategy for Business Marketing

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## 1. Introduction

Mobile commerce, also called m-commerce or mcommerce, can be defined as the sales of goods and services via mobile devices. The term “mobile devices” refers to mobile phones and tablets but also to smart devices like smart watches and smart glasses. Of course, laptops are also mobile but you rarely walk through a shopping street looking at your laptop. Therefore, ecommerce via laptops and PCs is excluded from mobile commerce. However, mobile commerce can be seen as a part of ecommerce. In the end, it is still about doing transactions via digital means.

## 2. The role of mobile commerce

With every new model, mobile devices have more extensive applications that are made increasingly possible with, for example, the camera, internet connection, storage, speed, apps, etc. These possibilities can be used to bring a traditional organization to a hybrid online environment/platform. The platform economy is a silent revolution initiated by parties such as Amazon, Alibaba, JD.com, Google and smaller equivalents. Opportunities to connect with mobile devices create opportunities for everyone, for example for shopping streets, real estate owners, brands, etc. to design their own or combined platforms. Connecting different platforms is also possible, in order to create a new connected platform. APIs do the job.

Because of this development, the traditional economy is gradually turning into an e-commerce and platform economy, which is matrix-wise connected to the circular economy because a shortage of raw materials arises or will arise, and there is a need to reuse materials. This is therefore a focus for the near future. Because data and content are central, it is important to have a vision and a strategy to keep the information in a safe way for its own and relevant use, within the framework of GDPR. This vision and strategy can be implemented via apps and eIdentity.

## 3. Opportunities of Mobile Commerce

Mobile commerce is not just another screen that enables people to buy online. Mobile devices offer several interesting features that can augment ecommerce:

### 3.1 Closer / Longer

We carry our mobile phone with us during the entire day. According to some studies we touch our mobile 110 times a day. As a result, mobile phones allow us to be in contact with their users much more frequently than laptops or PCs.

eCommerce traditionally relates to e-commerce on the internet, while mobile commerce relates to e-commerce on mobile devices. Because mobile devices are portable and have many useful features for commerce, the possibilities are endless and this gives mobile commerce an ever bigger role.

## 4. The role of mobile commerce

The role of mobile commerce is growing steadily. Mobile devices develop options and solutions to provide an ever wider range of possibilities with mobile in terms of camera, internet connection, storage, speed, apps, and so on. Following popular demand, the economy switches from traditional to e-commerce and to platform economy, matrix wise aligned with the circular economy because of shortage in resources, and the need to recycle materials.

The platform economy is a silent revolution set in by the likes of Amazon, Alibaba, JD.com, Google and smaller equivalents. Possibilities to connect with mobile devices create opportunities for everyone, for instance shopping streets, real estate owners, brands, etc. to create their own or combined platforms. Connecting several platforms is also possible, thus forming a connected platform. APIs do the work.

#### **4.1 Connecting O2O**

Mobile is global, and global is in the palm of your hand. Options are endless and production massive. Solutions in hardware and software create solutions to bring retail to the consumer at a personal level, by using the mobile phone. Digital mirrors, narrow casting, virtual reality, augmented reality, beacons, digital screens, and concepts such as smart fitting rooms, are all waiting for workable concepts to be used online to offline and vice versa. Software and video clip companies are ready. But alignment is key and the difficult part because there needs to be a vision and a strategy based in new economic models and business cases, clouded by new payments solutions, security and privacy regulation.

### **5. Challenges of Mobile Commerce**

The nature of mobile commerce comes with several technical disadvantages:

#### 1. Screen size

While mobile phones and tables screens are becoming bigger, the screens are still significantly smaller than those of laptops and PCs. As a result, information has to be condensed or, often better, simply not be offered. The same applies for certain features that may work well on larger screens but are nearly impossible to use on a small screen, like product configurators.

#### 2. No keyboard

While several technologies have made it easier to fill in forms on a mobile screen, it is still tough compared to keyboards of laptops and PCs. Retailers have to be aware that on mobile devices they should offer as little information as possible. It is best to store preferences as delivery address and payment preferences as much as possible in the user profile so that he does not have to retype these.

#### 3. Bandwidth

While bandwidth is in most countries improving rapidly (most countries now offer 4G next to 3G with 5G being introduced in the first countries in 2018). However, while bandwidth is improving, it is by far stable. Depending on the number of people in the neighbourhood, actual Internet speed may still be low. Retailers have to be aware that their mobile websites have to be kept "light".

#### 4. Payment

Depending on the country, the number of payment methods suitable for mobile usage may vary between many and zero. Entering credit card details on a website using a mobile phone is tedious. In China, mobile wallets like those of WeChat and Alipay were built for mobile devices.

#### 5. Many different browsers

Although officially all browsers (the major ones being Internet Explorer, Firefox, Chrome and Safari) support the same set of technical guidelines, they are different, resulting in some code not working well or showing a different result on screens.

### **6. Conclusion**

The purpose of the paper is to identify the services and applications of M-commerce. In Mobile Commerce buying and selling of good and services using mobiles which is wireless handled device. Mobile commerce is the next generation of E-commerce which enable costumer to access internet from anywhere. Current days, mobile are not use only for sending test message or calling but it also used for other facilities such as web browsing. This network technology used in M-commerce based on wireless application protocol. It helps in improving relationship with customer.

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