

# The Impact of E-Commerce and M-Commerce Variations on Customers' Usage Shift from Online to Mobile

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## ABSTRACT:

The increase of the demand, for higher-quality services is made possible by the flexibility, power, and desire for cellular offers. Indeed, this may refer to the provision of actual services at all times (regardless of the individual's location). Mobile commerce, or M-Commerce, has been introduced into the banking, services, retail, communications, and information technology sectors of today's business enterprises. Not only is mobile commerce (M-Commerce) becoming more broadly accepted in these areas, but it is also becoming a more popular method of conducting business. We attempt to give a summary of the foundations of both e- and m-commerce in this paper. This essay aims to assist business managers, especially those without an IT experience, in comprehending the fundamentals and components of m-commerce as well as evaluating the world.

**Keywords:** E-Commerce, M-Commerce, Features, Applications, Types, Difference.

## INTRODUCTION:

The term "E-Commerce," or electronic commerce, describes the online purchasing and selling of goods and services. This can apply to exchanges that take place between companies, between companies and customers, and even between customers. Over the past two decades, E-Commerce has expanded quickly and grow to have an important position in the world economy.

M-commerce, also known as mobile commerce, is a subset of E-Commerce that focuses on transactions made with mobile devices, like tablets and smart phones. M-commerce comprises mobile payments, mobile banking, and other mobile technology-enabled transactions in addition to online purchases performed using mobile devices.

Both E-Commerce and m-commerce have become increasingly important in recent years as a growing number of people have mobile devices and internet access. They provide many advantages, such as flexibility, ease of use, and increased access to goods and services. They do, however, also bring with them fresh dangers and difficulties, such as the requirement to adjust to shifting customer tastes and technological advancements.

**E-Commerce :** E-Commerce is the term for the electronic-based online purchasing and selling of goods and services. It refers to online shopping. Users must find a location to conduct their transactions because desktop and laptop computers are typically used for E-Commerce activity. It's a general term that describes doing shopping and making payments online with help of electronic devices like Laptop and computers.

**Examples** of E-Commerce includes Amazon, Flipkart, Quikr, Olx websites.

#### **M-Commerce :**

M-Commerce is the term used to define the practice of purchasing and selling goods and services via the internet while utilizing wireless mobile devices. The term "mobile commerce" is used. M-Commerce refers to the practice of using mobile devices for business and shopping transactions whenever and whenever they are connected to the internet. It is a subset of E-Commerce that uses mobile devices to do the same tasks.

**Examples** of M-Commerce includes mobile banking like paytm, in-app purchasing Amazon mobile app.

#### **M-COMMERCE GROWTH:**

- The growth of M-Commerce is anticipated to exceed \$500 billion by the year 2017. This will solely be driven by Europe, Asia and America.
- By the year 2017, the total amount of M-Commerce transactions made using smart phones and tablets will be \$3.2 trillion.
- The period from 2012 and 2017, there will be a 35% increase in mobile payment transactions worldwide.

#### **WHY M-COMMERCE IS TRENDING?**

- The growing popularity of mobile apps and handheld devices, which raises the need for fresh and practical applications to access products and services.
- The rapid uptake of e-commerce, supported by the prompt resolving of related safety issues.
- Advances in technology that have endowed wireless mobile devices with sophisticated features and significant processing capability.

Different device manufacturers are collaborating with different carriers to provide WAP-enabled smart devices in an effort to capitalize on the possibilities of the m commerce sector. Smart gadgets provide integrated phone, email, and fax features on a single device through the use of Bluetooth technology. This makes it easier for the steadily growing mobile workforce to embrace M-Commerce.

#### **TYPES OF M COMMERCE:**

M-Commerce comes with plenty of applications and below we have mentioned the major types of M-Commerce in India and around the world.

##### **Shopping:**

The modern consumer has an easier time buying because to technological advancements. With the assistance of the internet, you can effortlessly shop using your mobile device. We now refer to this as mobile shopping. The entire internet is mobile-friendly since the number of people using mobile devices is increasing daily. Everything, including websites, apps, and social media platforms, has been carefully designed for mobile devices, which has surely improved the mobile purchasing experience.

**Payments:**

Whether it's about paying your electricity bills or paying for food, everything can be done through your mobile phone only. This has enhanced the ease of payment for users. One can easily pay to one's favourite merchant through their mobile phone in no time and without any complications.

**Banking:**

Mobile banking is one of the most used types of M-Commerce world. It would have never occurred to anyone that banking could get this simple. Major banking tasks can still be completed directly from your mobile phone, notwithstanding various restrictions on services and transactions.

**HOW DOES MOBILE COMMERCE WORK?**

The merchant and the customer are the two users of mcommerce in addition to banking operations. It's critical to understand both viewpoints before making your company mobile-friendly.

**Customer perspective:**

Customers can purchase whenever and wherever they want thanks to mobile-friendly websites and applications, which are ideal for consumers who are constantly on the go. Customers can easily examine the product, place a quick order, and browse to compare prices from other merchants. Some apps even compile the things that are offered into lists so that customers may make purchases faster. This improves the whole purchasing experience, expedites consumer conversion, and aids in product discoverability.

**Merchant perspective:**

Over the internet, or P2P, is the foundation of M-Commerce; payments are made directly between the parties involved, eliminating the need for an intermediary. In this scenario, the retailer can include a direct payment option and allow users to pay through the app in the way that suits them best. Third parties may engage in the transactions, depending on the type of business and the location. This will need changing the payment methods and systems.

**KEY FEATURES OF M-COMMERCE:****Flexibility and Control:**

- You have complete control over the business as an entrepreneur because you can modify the M-Commerce source code to suit your needs. You will have total control over the software tools you use, unlike any proprietary commercial program.
- Additionally, mobile commerce offers unparalleled versatility at the same time. The M-Commerce Software has been licensed in a means that you can easily modify it yourself or choose a third party to give the required adjustments to ensure that it suits the specific requirements of your business.

**Longevity:**

Longevity is added as an essential reason to choose an "M-Commerce" for your business. If you use business software and the company that provides it closes down, you will no longer be able to access safety patches, bug fixes, support, or future software updates.

However, if you are engaging in M-Commerce and a portion of the software you will be utilizing is crucial to your operation, you can take control of any new software extensions or consult with outside developers, programmers, and consulting companies for guidance.

**Big Data:**

However, if you are involved in M-Commerce and a portion of the software you will be using is essential to your business, you can manage any new software extensions or seek advice from independent

programmers, developers, and consulting firms.

**E-Commerce:**

Nowadays, a sizable percentage of businesses are transparent about their E-Commerce strategies, and M-Commerce benefits these businesses greatly. You are unable to provide the development tools such as Prestashop and others if you are required to do so or if you have been marketing things online. You won't even recognize the existence of some of the largest collections of crucial E-Commerce solutions in M-Commerce when you use business software.

**Cloud:**

The cloud is unavoidable if your business uses these platforms, and the biggest factor in this is that the majority of the world's cloud experts are from the web design community. Among the leading brands connected to cloud deployments and our web design are Rackspace, Redhat, and Amazon.

However, you can always find the suitable web design counterparts "ownCloud" if you are a business owner and do not want to work with the larger businesses. You have the option to generate your own solutions or utilize ownCloud's offerings.

**Server Software:**

M-Commerce servers have become the most dependable server software available. For instance, if you are still having trouble with Microsoft's web server software, such as IIS, switch to Apache and all of your issues will be resolved.

**BENEFITS OF MOBILE COMMERCE:**

It becomes easier to understand things when you know the merits and demerits of anything. So let us understand the major features of mobile commerce one by one –

**Convenience:**

People initially discussed the comfort and convenience they would receive from mobile phones when they were introduced to the market. Buying something with your phone is far more convenient than opening a laptop or visiting a store. That's something you can accomplish from wherever is handy. If you plan to conduct business while traveling, you don't have to bring bulky electronics with you everywhere you go.

Moreover, spontaneity is a key component of mobile commerce. If you include mobile commerce into your everyday routine, you have the ability to act on impulse.

You don't have to run home to use your laptop to buy for anything when you suddenly get the urge while you're traveling—you can easily use your cell phone instead.

**Different Payment Options:**

You can make payments easier with the variety of ways to pay that mobile commerce offers you. These days, there are numerous options to pay your preferred retailer, including EMI, UPI, debit or credit cards, internet banking, and UPI. Depending on what works best for you, you can select your preferred approach. The payment process is now quicker and easier than ever thanks to the UPI payment option for mobile phones.

**Mobility:**

This feature becomes really helpful for you if you own a business. You can communicate with your customers more readily thanks to mobile commerce. Without a doubt, it will increase sales. When it comes to adopting mobile commerce, you are not limited by geographical borders. Mobile commerce makes it easier for you to execute any type of business transaction, including buying and selling goods.

**Lesser Electricity Requirement:**

A feature that improves the environment around us. Without a doubt, using mobile devices for various business purposes significantly reduces the amount of electricity used. A power outlet is not a need for making business choices everywhere. People now find it quite easy to purchase without using energy because mobile phones come with larger battery capacities. No matter where there is an electricity source, you can conduct various business operations from wherever as long as your mobile phone is fully charged.

**Convenient Customer-Oriented Shopping:**

When it comes to their online shopping experience, customers prioritize three factors: speed of service, accessibility of product information, and security when making purchases or returning items. According to a report, only 22% of consumers found mobile shopping easy because of its smaller screen size than desktop purchasing, despite 76% of consumers preferring it for its speed. M-Commerce platform developers should embrace UX and human-centered design best practices to win over mobile users.

**Omni channel Experience:**

Maintaining a constant communication channel with potential customers increases the likelihood that they will make a purchase and become your client. M-Commerce is the term for the unavoidable tactic in a world where mobile devices' screens are palm extensions.

**Enhanced brand awareness through social media:**

They provide their mobile clients with unique bargains, an iPad-only catalog, and emails, so they are constantly rewarded with promotions that keep them interested and occupied.

**Increased in-store traffic:**

Selling through all of the company's media is known as omnichannel marketing, and what is mobile commerce if it isn't integrated into the narrative? Sephora encourages mobile customers to visit the physical store as well by offering coupons and discounts for in-store purchases.

**Free user-generated content:**

The foundation of every e-commerce, particularly those that employ mobile devices, is its digital communities. Sephora uses a variety of contests, giveaways, and quizzes to encourage social media discussion about the brand and experience. Customers may express themselves, their opinions, and tips on how to boost their beauty game in this way, and the company gains access to customer feedback and data that it wouldn't otherwise have.

**Enhanced loyalty.**

In M-Commerce, gamification of loyalty programs is a simple process. For instance, Sephora's Beauty Insider Loyalty Program gives consumers additional points for every online or in-store purchase, review, or contribution. When customers accumulate enough bonus points, they can use their points to apply for discounts at the register or purchase full or mini versions of certain products. It goes without saying that individuals adore the game of gathering freebies.

**APPLICATIONS OF MOBILE COMMERCE:****Browsing & Purchase:**

The development of technology has made internet shopping more simpler. You can just use your mobile phone to shop for your preferred goods and services. Even when you are web browsing, you can buy your favorite things.

**Purchase Mobile Content:**

You may buy anything for your phone, including games, music, movies, and other media, online, and it will be put straight onto your phone.

**Banking:**

Only when it's convenient for you, use your smartphone to manage your bank account. You can perform all of these things from your phone, including transferring money and finding out the amount of your account.

**Get Plenty of Information:**

Learn about everything going on around you with only your smartphone. Use only your mobile device to access local weather information and other information. You can only view traffic reports and other location-based services on your mobile device.

**Advertising:**

Digital advertising is one of mobile commerce's top uses. Advertisers use the fact that individuals spend a lot of time on their phones to market their goods and services. In the world of mobile commerce, attracting attention is quite simple.

**DIFFERENCE BETWEEN E-COMMERCE AND M-COMMERCE:**

<b>E-Commerce</b>	<b>M-Commerce</b>
Electronic Commerce in short it is called as E-Commerce.	Mobile Commerce in short it is called as M-Commerce.
In general, E-Commerce activities are performed with the help of desktop computers and laptops.	M-Commerce activities are performed with the help of mobile devices like smartphones, tablets, PDA's (Personal Digital Assistant) etc.
E-Commerce is an older concept.	M-Commerce is an newer concept.
It is broad term which refers doing shopping and making payments online with help of electronic devices like Laptop and computers.	It is subcategory of ecommerce which does the same this via mobile devices.
In E-Commerce the use of internet is mandatory	But in case of M-Commerce some activities can be performed without internet also.
E-Commerce devices are not easy to carry and portability point of view it is not so good.	M-Commerce devices are easy to carry and portability point of view it is good.
E-Commerce developed in 1970's.	M-Commerce developed in 1990's.
Its reach ability is comparatively low than the M-Commerce as it is not so good in portability.	Its reach ability is more than that of E-Commerce only due to the use of mobile devices.
In E-Commerce location tracking capabilities are limited due to the non-portability of devices.	In M-Commerce location tracking capabilities is so good as mobile apps track and identify user locations

	with the help of GPS technology, Wi-Fi, and so on.
E-Commerce fails in push notification	In M-Commerce push notification can be achieved.
E-Commerce is conducted using desktop or laptop computers.	M-Commerce is conducted using mobile devices such as smart phones and tablets.
E-Commerce typically requires a stable internet connection and a computer.	M-Commerce allows consumers to shop and make purchases from anywhere
E-Commerce transactions typically rely on credit cards and other traditional payment methods.	M-Commerce offers a wider range of payment options, including mobile wallets and contactless payments.
Examples of E-Commerce includes Amazon, Flipkart, Quikr, Olx websites.	Examples of M-Commerce includes mobile banking like paytm, in-app purchasing Amazon mobile app.

**MOBILE COMMERCE TECHNOLOGIES:**

**Bluetooth Low Energy (BLE) Beacon:**

A wireless personal area network technology is called BLE Beacon. To every recipient within its range, it sends the same, static message. It works well for managing loyalty incentives, retrieving payment data, and location-based advertising.

**Near Field Communication (NFC):**

A group of protocols known as NFC enable radio communication between several devices that are brought into contact or very close to one another—with a gap of no more than 10 cm. It tags data that is static and that a reading device can access. Interactive advertising is where it is most advantageous.

**Quick Response (QR) Code:**

Machine-readable barcodes, QR codes have unique data storage capacity and a very high data-failure tolerance. An arrangement of black and white squares that are readable by a smartphone's built-in camera are called QR codes, and they are used to store information. These are helpful for retrieving payment data and tickets, and they may be positioned almost wherever.

**CONCLUSION:**

Although the buying and selling of goods over the internet is commonly referred to as "e-commerce," any transaction that is carried out only through electronic means qualifies. Any type of electronic transaction using a mobile phone is considered mobile commerce. The phrase "mobile commerce" refers to conducting business using mobile devices. These days, there are several MCommerce services and apps that have already been developed and have been quite beneficial to us. Among these are mobile shopping, tickets, file sharing, mobile banking, location maps, and a range of news sources. The defense of electronic commerce assets against illegal use, access, change, or destruction is known as e-commerce security.

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