E-Commerce vs. M-Commerce: A Changing Trend

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Abstract

Technology innovations have a huge impact on the life of human beings. Technology helps to reduce many barriers to acceptance of mobile services. Increasing globalization has led to more mobility and therefore to greater demand for mobile, ubiquities services that can be consumed "anytime, anywhere".

This paper highlights the key characteristics of the E-Commerce and M-Commerce and the demand for these into the present scenario. The present study also evaluates the difference between the E-Commerce and M-Commerce. Electronic commerce is a combination of two words electronic and commerce. Where the meaning of electronic is the device that is operated through the electricity and commerce is doing the business by selling and purchasing some commodities. Electronic Commerce is process of doing business through computer, but the computer must have an internet connection. When a person sitting on his chair in front of a computer and able to access all the facilities of the Internet either buy or sell the products either from his office or from his home. Unlike traditional commerce that is carried out physically with effort of a person to go and purchase products, e commerce has made easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great lead in the world of technology. Whereas Mobile Commerce is a subset of e commerce, where users can interact with others through a mobile and wireless network, using mobile devices for information and transaction processing.

Keywords: e commerce, m commerce, internet, transactions, shopping, interaction, mobile, etc.

Introduction

The full form of E-Commerce is an Electronic Commerce. It is an advanced technology related with commerce and computer. E commerce solutions are more than just handling the business transactions. To manage, organize and performing these business transactions online, then there is a need of a computer system along with internet connection. So e commerce is the process of conducting financial transactions of a business over the internet. With huge usage of internet, ecommerce has increased tremendously over the last few years. The internet and e commerce technologies are much more rich and powerful than the previous technology revolution. In other words e commerce is the process of doing business online. Whether it is buying and selling tangible products, stocks, bonds, services or various house hold things. We can buy things online without going to shop. So e commerce becomes an important need for any business to get good sales over the internet. The development of new technological innovations, such as internet, has brought many changes to the market. Beside from internet marketing and online transactions, e commerce has engaged our lives with the technology because of the use of swap machines at almost every retail outlet where customers pay their bills by using their credit and debit cards. In almost every transaction using e-commerce, there is the use of internet at some point of transaction. e commerce includes all those activities that help in concluding the transaction, i.e. transportation; banking, insurance, warehousing, advertising, etc. it can increase market visibility. With the help of e commerce customers can get better information according to their needs, taste, etc.

1. Less costly:

   The big advantage is for the retailer/e-tailer because there is no inventory investment for performing business.

2. Provides comparison shopping:

   E commerce facilitates comparison shopping. Now a day there are many online services that allow the customers to browse multiple e commerce vendors and get the best price. Moreover customer can perform quick comparison between prices and products.

3. Reduced time:

   E commerce provides the facility to the user to visit the same store virtually by just clicking of mouse.

4. Gaining of new customers:

   It is not unusual for customers to follow a link in search engine results and land up on an e commerce website. This source can be the tipping point for some e commerce business.

The full form of M-Commerce is Mobile Commerce, which is the process of conducting financial

transactions of the business electronically by mobile phones. Wireless devices as PDAs (personal digital assistant) and cellular phones have become popular so that many businesses are taking initiating to use mobile commerce as a more efficient way to communicate with their customers. Mobile phone is playing a vital role in modern era. It is among one of the most important gadgets of our life. Mobile phones are highly used to communicate. This is the most efficient and effective device of communication. We all are well known to the term Mobile. Mobile phone is a portable device for communication which is also known as cellular phone, cell phone and hand phone. It is a phone which can receive every conversation from wave length by satellite without any cord. The first hand-held cell phone was invented by John F.Mitchell and Dr. Martin Cooper. Motorola Company has manufactured this very first in 1973 at a large scale. The weight of that handset was 4.4 pounds near about 2 kg. A cell phone is an old dream of radio engineering. From 1990 to 2011, worldwide mobile phone subscribers grew from 12.4 million to 6 billion. A few years ago, the basic function of mobile phones was limited. But nowadays its usage is very wide.

These wireless devices interact with computer networks that have the ability to conduct online purchases. Mobile commerce services were first delivered in 1997, when the first two mobile-phones enabled Coca Cola vending machines were installed in the Helsinki area in Finland. The machines accepted payment via SMS or text messages. This work evolved to several new mobile applications such as the first mobile phone-based banking service was launched in 1997 by Merita Bank of Finland, also using SMS. Finnair mobile check-in was also a major milestone, first introduced in 2001. [1].Now a days, mobile companies invented new smart phones day by day. So user can get all the information online on their cell phones. These E-Commerce companies are targeted these smart phone users through mobile website and due to this mobile website Mobile Commerce came in existence. Mobile phones have number of advantages. Some are as follows:

1. Source of Communication: Mobile phone is considered as best source of communication. We can easily communicate with others around the globe within few seconds. Due to the invention of hand-held cell phones the whole globe has become easily accessible.

2. Portable Device: Mobile phone is portable device so we can easily carry it from one place to another without any difficulty.

3. Internet Banking: Due to technological advancement, all work of banks is totally dependent on internet. Moreover Mobile phone has made the banking very easy through the service of internet available on mobile phones.

4. Made Search Easy: Nowadays, mobile phones widely used for searching over the internet. It provides the service of searching for various purposes according to the need.

5. Online Shopping: Cell phones are used for online shopping. Online shopping plays a significant role for shopping in today's busy world. Online business companies have made their own mobile apps which are more convenient way for the consumers to purchase the products.

6. Business links: A corporate person makes use of mobile phones to maintain contact with their clients, vendors, suppliers and employees.

Need of Ecommerce & Mcommerce

The use of mobile phone has increased from the last few years, these days it is not just a device to make calls, but an important source to fulfill all the financial and house hold needs. Now, mobile phone technology has made a new trend called mobile commerce where the business transactions are made using mobile devices. Another trend in m commerce is that customers want more information on mobile websites. Moreover in the developing countries mobile commerce is widely used by the people. Studies show that 80% of Smartphone users want more product information when shopping through their mobile devices. There are some factors that have wide influence for e commerce.

Affordability of electronic devices has a great impact on the e commerce. More over mobile phones are cheaper than the desktops and laptops so it is more convenient way for the people to perform the business through the mobiles.

Doing things on the go Mobile devices give the freedom to do things like shopping, booking tickets, making hotel reservations etc. anytime anywhere. The young generation wants fast instantaneous processes on the move. for example if u are travelling in bus and u want to buy a gift for your brother then there is no need to go physically . You can place an order through your mobile phone and give the address of your brother and the gift will be reached at your brother's destination well within time.

Greater target audience for advertisements the problem with online advertising is that people have to be online to view it. Several e commerce players in developing countries have come out with Television broadcasts to advertise their websites. However, mobile is a better platform to do the same. Even with Government's regulation on bulk messaging, companies could still target a mass of people collectively by sending promotional content via SMS.

How Mcommerce is different from Ecommerce

Due to the technological changes M commerce and E commerce are the latest mode of doing business over the internet. The term E-Commerce is more familiar in the present scenario. But the recent addition of the term M-Commerce has made the situation a little bit confusing for some

people. Both involve buying and selling with the help of internet, there are many glaring differences between these two. In this section we try to clear the doubts and myths surrounding both the concepts.

E-Commerce is available at the places where we have internet connectivity but with M-Commerce we are free from all such boundaries. M Commerce is costlier than E-Commerce. E Commerce needs an electricity as well as internet connection whereas there is no requirement of electricity with M-Commerce. Video conferencing has become possible with M-Commerce even in places where there is no internet with the help of 3G and 4G networks.

M commerce is different from E commerce in many ways as the number of steps and the time required to complete a mobile shopping transaction is significantly lower than a traditional web browser based experience where one has to use a keyboard and a mouse to upload pictures but in case of a Smartphone user the process is much simpler. M commerce helps to make more interaction between the consumer and business with available technology such as push notifications, the consumer frequently interacts via reminders with various apps in his mobile device. The consumers are more engaged with the selling companies with live action and exciting graphics in new mobile apps. consumers are a lot more engaged and involved with the whole experience of shopping which is no longer static (read boring) as traditional e-commerce and is bringing back the concept of building a relationship between the buyers and sellers. Both buyers and sellers are feeling more comfortable for purchases from their smart phones as sellers get paid only when the item is delivered and receipt acknowledged by the buyer although the buyer pays upfront when purchasing the item.

Conclusion

The latest technologies as e-commerce and m-commerce platforms provide a lot of ease and convenience to the customers as well as businesses. These can never replace some of the factors which can only be experienced through physical purchase. Using these technologies customers can never touch the products to measure its quality or get a feel of its texture. The aspects of personalized handling, trust, and face-to-face interactions can only be experienced during physical shopping. Moreover there remains a huge number of technical, social and regulatory challenges to overcome for their further development, we believe that mobile device will continue to develop and incorporate additional functionality in the coming years and that the end result will be a global market place of mobile commerce. The present expectation from the newer generation of commerce systems would be to be able to merge both the social and the technological aspects of commerce in the same framework.

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