



Customer Satisfaction Of M-Commerce

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Abstract

If you're one of the 6.378 billion people in the world who owns a smartphone, you probably already know how much your mobile device plays into your everyday life. Mobile commerce is a buzz today in India. M-Commerce is conducting business by using mobile device; it is an extension of electronic commerce. It is used to banking, buy tickets, paying insurance premium, buying gifts and recharging mobile accounts. Many companies in India started using mobile for doing business financial sector, Telecom sector Banking and Real Estate are some of the sectors using mobile commerce. In spite of M-Commerce is subset of E-commerce it has many advantages like accessible at any place, more secure and convenient. M-Commerce with features like ubiquity, convenience, personalization and timely service, it is going to be next generation mode of business.

Keywords: E-Commerce, M-Commerce, Satisfaction, Services, Technology

Introduction

The increase of mobile phone usage has produced a new avenue for marketing applications and services. Mobile has become the leading way for accessing communications because setting-up mobile network is cost-efficient but also mobile provides greater flexibility and ease to users than landline phone. Mobile is the latest happening thing not only in India but in the world. By the advent of latest technologies in mobile handsets and sophisticated services by service providers in Indian Mobile telecom market is a buzz. Making India the fastest growing mobile phone market. By using m-commerce we can access advanced mobile applications and high-speed services and we can use these devices remotely, anywhere, at any time.

We can use the same hand-held device for both Telecommunications and for bill payment and account evaluation. M-commerce is an advanced technology of e-commerce. In short, Mobile commerce is defined as the buying and selling of products and services through the use of wireless mobile devices. Commerce deals with exchange of goods and

services of economic value between producer and consumer. With invention of new technologies and methods, commerce has taken many forms. The way of dealing, exchanging of goods and services has undergone massive changes with days passed on. With competition emerging, consumers becoming more aware and having more choice, marketers searching for innovative ways to deals with customers to be in forefront to break the competition.

The conceptual background and perspective

Before defining the mobile aspects of commerce (Mobile Commerce) and distinguishing them from the mobile aspects of business (Mobile Business), it is imperative to establish working definitions of the terms “commerce” and “business”, as they seem to have transcended their dictionary meanings and acquired new significance since the advent of the Internet economy. In this section we further differentiate between the terms “electronic” and “mobile”, so

as to clarify the respective concepts by showing their similarities and highlighting their differences.

E-Commerce

E-commerce is buying and selling of products, services by business and consumers through an electronic medium, without using any paper documents. E-commerce, stands for electronic commerce, on the internet, it pertains to a website, which sells products or services directly from the site using a shopping cart or shopping basket system and allows payments through cards, e-banking, cash on delivery. Customers can purchase anything by sitting comfortably in their office or home and gift it to someone sitting miles apart just by click of a mouse. It offers several benefits to businesses like easily reaching to a fast-growing online community, providing unlimited shelf place for products and services, merging the global geographical and time zone boundaries and helping to reach national and global markets at low operating costs. Ease of internet access and navigation are the critical factors that will result in rapid adoption of E-commerce. Safe and secure payment modes are essential to popularize E-commerce in India. Though it offers many benefits to users, there are many reasons for not shopping online like are lack of trust, security concerns, uncertainty about product and service quality, delay or non-delivery of goods, and lack of touch-and feel shopping experience.

Mobile Commerce

Mobile Commerce is known as M-Commerce. M-Commerce are used to buy and sell goods by using the wireless devices like cell phones, personal digital assistants and other hand-held devices that have operated with Internet access. By using M-Commerce we can access advanced mobile applications and high-speed services and we can use this device remotely, anywhere, at any time. We can use the same hand-held device for both

Telecommunications and for bill payment and account evaluation. M-commerce is a subset of E-commerce'. The time and space limitation are removed and we can access any time we need. It is a result of combining two strongly emerging trends: electronic commerce and omnipresent computing. It is online anywhere, anytime and on any device and is providing new business opportunities. "Internet + Wireless + E-Commerce = M-Commerce" Mobile Commerce is still in its development phase in India, here it is primarily used for basic banking, purchase of tickets, payment of utility bill etc. While m-commerce covers a wide variety of transactions, they can all be categorized as one of three types:

1. Mobile shopping.

This is mostly similar to ecommerce but accessible via your iPhone or Android. Mobile shopping is now possible through mobile optimized websites, dedicated shopping apps and even social media platforms.

2. Mobile banking.

Mobile banking isn't too different from online banking, however you may find some transaction types are limited or restricted on mobile devices. Mobile banking usually involves a dedicated app, though some banks have started experimenting with the use of chatbots and messaging apps.

3. Mobile payments.

There are so many diverse mobile payment options that we have chosen to cover them in detail further in this article. As a business owner and user of BigCommerce, your exposure and interest in mobile commerce would mostly relate to shopping and payments, which is what the rest of this article will focus on.

4. Mobile web payments

Through web pages payment is made under this system, to make payment customer has to enter mobile phone number and password on micro browser of web page, then a text message from the partner bank is received after verification of password. Customer has to confirm the bank by sending an SMS; finally, payment is directly debited from the bank account of the customer.

History of Mobile Commerce

Mobile Commerce in the beginning started with wireless Point of Sale (POS) Swipe terminals and then entered into cellular phones and PDAs (Personal Digital Assistants). The first enabling M-Commerce technologies were presented through wireless Application Protocol (WAP) and mobile internet service. The first mobile commerce was started by Coca-cola in 1997 in Helsinki area in Finland by enabling vending machine to accepting payment sent by mobile phones. First mobile Banking service was launched by Merida

bank of Finland in 1997. In 1999 Smart money, a national payment system by Smart was launched in Philippines. In Japan NTT DoCoMo launched first mobile internet platform which was revolutionary.

Benefits of Mobile Commerce

Not long ago, creating mobile apps and switching to mobile-friendly platforms may have only been an option for larger companies like Amazon and Walmart, but as the cost of going mobile drops, more and more companies are able to reap the benefits. So, whether you're a big or small business, keep reading to find out some of the key advantages of mobile commerce and how it can help you scale your business.

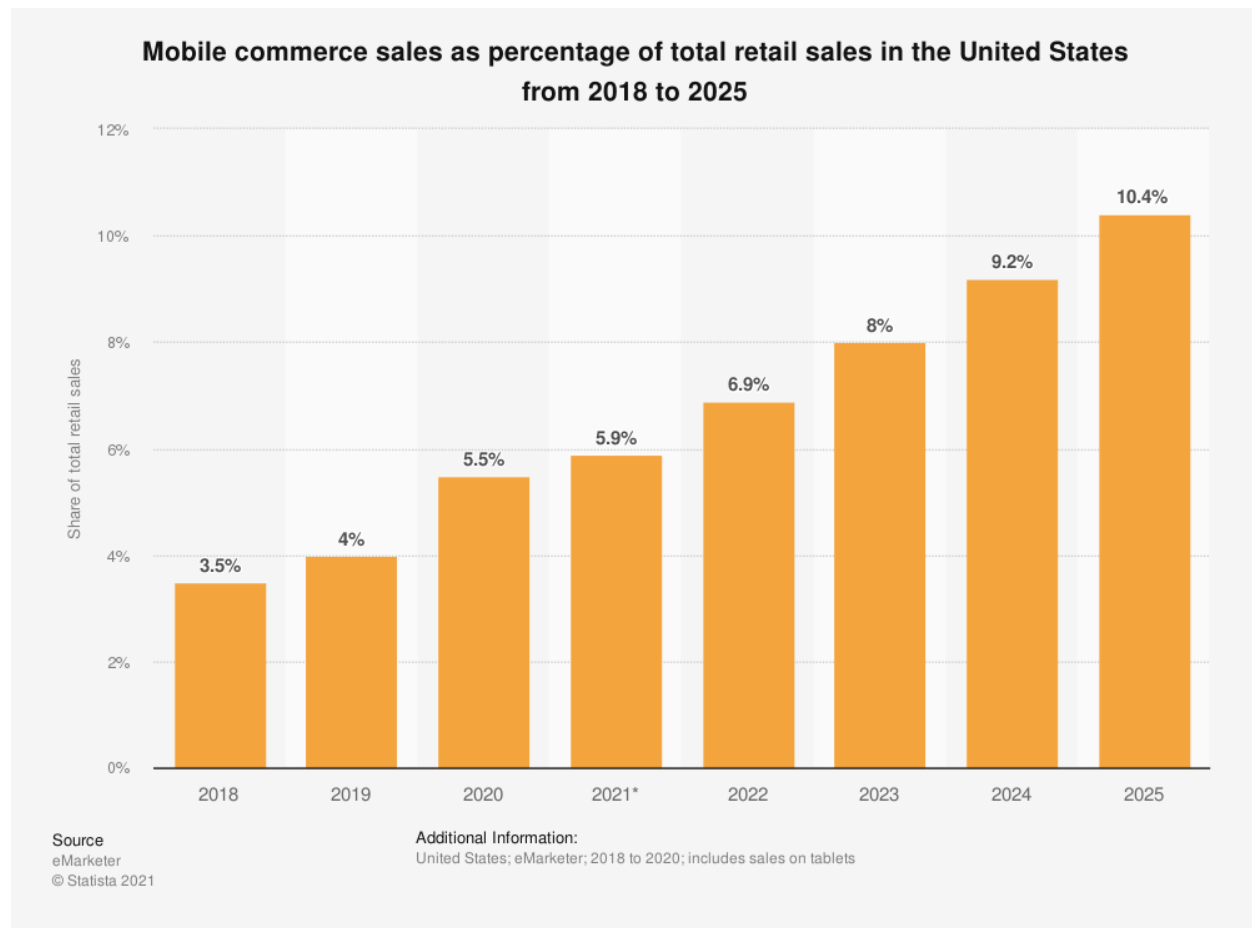
Better overall customer experience.

The advent of ecommerce was already a huge improvement in the way we shop. With the ability to shop from their desktop computer instead of walking into a store, customers could access a wider range of products, compare pricing quickly and shop from the comfort of their own homes. But now, shoppers can still do all of these things, but they don't even need a desktop computer — they just need the phone in their back pocket. Plus, the very nature of m-commerce means that it has certain capabilities that you simply can't find with ecommerce:

- **Mobility:** Although desktop computers are portable, it's unlikely that a shopper will always have a laptop on-hand. But considering most people never leave the house without a smartphone, m-commerce makes online shopping far more convenient.
- **Reachability:** With the ability to send customers SMS push notifications, online retailers can reach a wider range of customers even when they're on the go.
- **Location-tracking:** M-commerce apps and online stores can pinpoint user locations using GPS technology and Wi-Fi, which helps provide content that is personalized and location-specific.

Phenomenal growth potential.

Although mobile commerce already has a large user base, the industry growth shows no sign of stopping. In 2021, mobile ecommerce sales were expected to account for 6% of all US retail sales. But by 2025, Statista forecasts that m-commerce sales will make up over 10% of all US retail sales, which would be a growth of 7 percent points since 2018.



3. A true omni channel experience.

Omnichannel commerce refers to selling both in-store and online through multiple channels — on your ecommerce website, Amazon, eBay, Instagram, etc — to create a seamless experience and cohesive brand message across all touchpoints. But more than that, creating an omnichannel experience is about meeting your customers where they are and making it easier for them to buy. Therefore, mobile devices are the ideal medium for omnichannel commerce, since you can expect that most of your customers have their smartphones on hand at all times.

4. Variety of payment options.

To make the buying process even easier, emerging mobile payment solutions have opened the door for a variety of payment options, such as Apple Pay, PayPal One-Touch, Visa Checkout and Amazon Pay. Many ecommerce sites now offer one-click checkout functionalities, which allow customers to enter their payment details only once, and then they can use the one-click option every time they make a purchase thereafter.

Disadvantages of Mobile Commerce

1. Constant need for optimization.

Although m-commerce is on the up and up, we can't forget that desktop still matters. In fact, desktop still holds many advantages over mobile. According to Retail Touchpoints, the average desktop device has a conversion rate of 3.9%, which is more than double the 1.8% average rate for smartphones. However, the reason for this is likely the difference in screen size rather than mobility, considering tablets held a conversion rate of 3.8%, while other devices with smaller screens (i.e. smart watches) had a rate of only 0.1%. On top of that, desktop devices are also farther ahead of mobile devices in terms of order value. Statista found that, in 2019, smartphones accounted for 64% of global retail website visits but only generated 46% of ecommerce revenue, which was the same as desktop devices.



Thus, there is an evident need for mobile commerce optimization.

As consumer behavior continues to change, you will need to be aware of the latest technologies and applications to ensure that your online store is not just mobile-friendly, but also fast, convenient and easy to navigate.

2. Variety of payment methods.

While the abundance of payment methods can be an advantage, unfortunately, not all payment platforms and mobile wallets are available in all regions. Plus, customers in different regions often prefer certain payment options over others, making it more complex for online retailers to manage their business on a global scale. You might think that offering more payment options would simplify the mobile experience, but sometimes less is more.

In fact, a 2000 study found that offering too many product choices often leads to decreased sales and customer satisfaction. Thus, you'll want to figure out the right mix of payment options for your area of business and the locations you're serving. It may seem difficult at first, but as you gather data about your customers and understand their preferences, you'll be able to gauge which payment options work best for you.

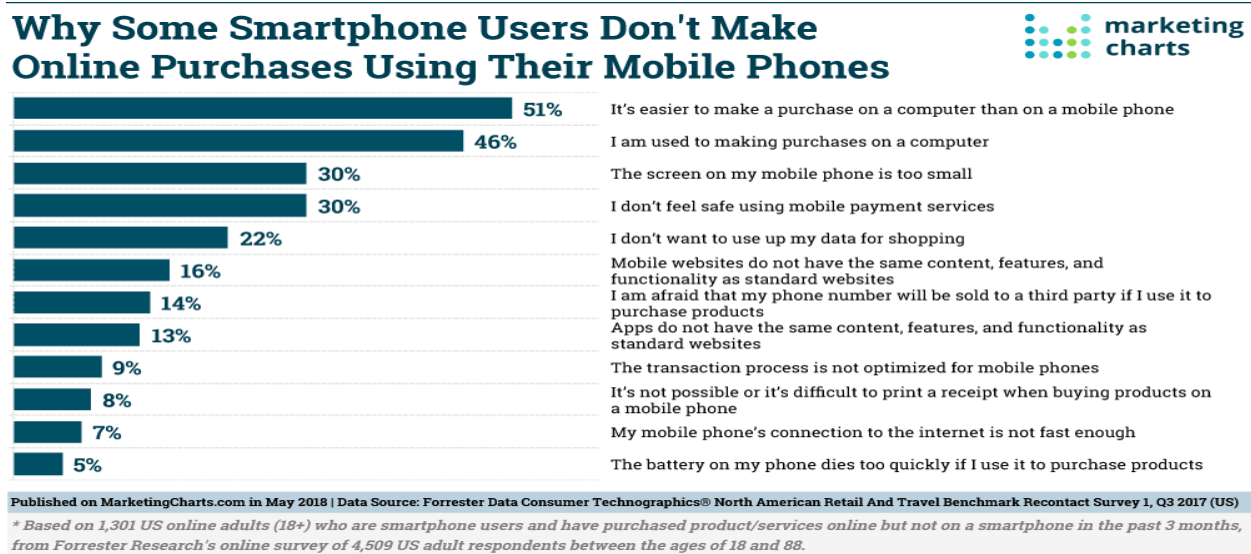
3. Easier for customers to compare prices.

One of the pitfalls of simplifying the mobile user experience is that it makes it much easier for customers to quickly compare prices across a variety of stores. In just a few clicks, customers can find out how much a similar product costs from your store and ten others — and often they'll search until they find the cheapest product for the highest value.

So, how do you combat this? By — just like your customers — being aware of how you match with your competitors. Look out for when competitors drop or raise their prices, as well as shipping costs, and be ready to react.

4. Customer Security.

According to a study by Forrester, 30% of smartphone users said they don't make online purchases on their mobile device, because they don't feel secure using mobile payment services, and 14% said they were afraid of their phone information being sold to third parties.



Therefore, when customers give permission to access their data through their mobile devices, ecommerce businesses hold a greater responsibility to protect their personal data and steward it well. You'll need to comply with a wider range of regulations but also be transparent with your customers in how you're using their collecting and sharing their information.

Features of M-Commerce

The following are the features of Mobile commerce, making it one of the effective ways of doing commerce:

- ❖ Ubiquity: consumers can avail or buy products / services from anywhere independent of His/her current geographic location. Customer can buy respective of the regions they reside or companies can do business.
- ❖ Convenience: Services like GPRS gives convenience and keeps always in touch and connected. This helps the companies to well connect with the customers.
- ❖ Personalization: M-Commerce services has been personalized, it can be used as per requirement of the consumer.
- ❖ Location based services: a service such as GPS allows companies to offer goods and services as per the location based.
- ❖ Timely services: consumers are directly connected; it provides real time availability of service.

Mobile Banking

With mobile commerce or m-commerce technology, consumers can use mobile phones, Personal Digital Assistant (PDA) and laptop computers to access the internet, send and receive messages and make transactions at any time from any places without having tied to a particular location. Mobile banking is a subset of electronic banking which underlies not only the determinants of the banking business but also the special conditions of mobile commerce. Mobile Banking has been gaining increasing popularity amongst various sections of the society for past few years, having recovered from the shock of the dot-com burst. Mobile Banking refers to provision and availment of banking- and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customized information. With mobile technology, banks can offer services to their customers such as doing funds transfer while travelling, receiving online updates of stock price or even performing stock trading while being stuck in traffic. Smart phones and 4G connectivity provide some capabilities that older text

Message-only phones do not. The convergence of mobile communications and distributed networked computing has provided the foundation for the development of a new channel of electronic business, mobile business. Mobile business (m-business) is defined as the use of the mobile information technologies, including the wireless Internet, for organizational communication and coordination, and the management of the firm. M-Banking is a term used for performing balance checks, account transactions, payments, credit applications

etc. via a mobile device such as a mobile phone or Personal Digital Assistant (PDA). It is the convenient, simple, secure, anytime and anywhere banking. Many new e-commerce applications will be possible and

Significantly benefit from emerging wireless and mobile networks.

Scope of the study

The application area of M-Commerce is very wide i.e. mobile banking, mobile information services, mobile shopping, mobile ticketing, mobile marketing, mobile entertainment, etc. Due to number of restraints in the form of efforts, resources and time, the proposed study is mainly restricted to mobile banking for selected banks. As the title of the study signifies, scope covers to fulfillment of the objectives, which are cited above, for the study. This research is based on the customers' perception regarding M-Banking services. This research discusses the opinion of the customers regarding the M-Banking services provided by the selected new generation private banks and the qualities of the M-Banking services in the area of reliability, responsiveness, security, easy use, accessibility and efficiency. Also, the research analyses the problems faced by the customers while using the M-Banking services. The research evaluates the relationship between the activities undertaken through M-Banking services by the customers, the qualities of M-Banking services and the problems of M-Banking services.

Objectives of the study

The aim of the study is to specify the way of adopting the M-Commerce technologies as well as to analyze the impact of adopting the M-Commerce services. The M-Commerce features include ubiquity, personalization, flexibility, and localization. The goal of M-Commerce is to combine technology with new ways of operating through which all the activities can be made much more effective, transparent and responsive.

Following are the specific objectives of present study:

- ❖ To evaluate, analyze and compare the opinions and satisfaction level of Customers of M-Commerce and M-Banking services provided the banks.
- ❖ To understand and compare the problems faced by the customers satisfaction level of M-Commerce services.
- ❖ To offer suggestions to improve the M-Commerce customer services.

Tools for mobile commerce

In present market, number of mobile tools available for the companies to engage customer in business, the following are some of the technologies that are help in reaching the customers.

1. SMS: SMS (Short Message Service) is short messaging service which consists of 160 characters of black and white. It is the widely used and cheapest form of mobile marketing. Companies can send bulk messages and customers can also respond in the same form to order a product or service.

2. MMS: MMS (Multi-media Message Service) is Multimedia Message Service. This Consists of time slide show of images, text audio and video. Mobile set with color screen are capable of sending and receiving standard MMS message. Product demonstration, use and other things can be done with help of MMS to convince customers to buy products or services.

3. Mobile Web Applications: Accessing web page on mobile devise is an option. Yahoo, Google and other mobile content providers have been selling advertising placement on their properties. Customer can access the products or services through the web pages of the companies through mobile phones.

4. Bluetooth: A Bluetooth message can be circulated with in a 10meter range, retailers, mall owners and small business holders use this tool to sell their product to the customers who come to in the proximity of that area.

5. Location-based marketing: Location based marketing helps to locate the customer location via GPS (Global Positioning System) technology and company delivers the contents, offers relating to that particular location.

6. Voice: Voice based marketing over the mobile is emerging form of marketing. Interactive voice Response (IVR) is very popular and companies use to offer various services to their customers. A customer has to follow the instructions recorded on the system at the other end.

M-commerce moving forward.

Needless to say, mobile commerce is not just a trend but a phenomenon that's here to stay. As smartphones become more central to how we communicate, gather information and now shop online, mobile commerce will likely become less of an option and more of a necessity for ecommerce retailers. Of course, m-commerce is only a slice of the pie. Keep in mind that maintaining an effective omnichannel strategy requires that your mobile website or app weaves effortlessly into other channels, rather than standing alone. Remember that mobile commerce is all about meeting your customers where they are and giving them a convenient yet memorable experience.

Conclusion

Mobile commerce is going to play a major role in conducting business in future. With heated competition in the markets, emerging players, different marketing strategies, and more customer awareness gives a boost to the mobile commerce growth. One in two Indians have mobile connection i.e.; mobile subscribers touching nearly 600 million, more

than 12 players waging war for the market and mobile technology players creating platforms for transactions in mobile commerce. Mobile commerce is changing the ways and rules to do the transactions and business. Mobile commerce is not only providing timely services, convenience, personalization and ubiquity but on the whole it is offering value for money to the consumers. Recent applications show the huge acceptance and success of mobile commerce. Mobile payments are developed much to the user advantage and security and lot more change is expected in future. Mobile commerce is the next generation mode of business.

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