

FUTURE WITH M-COMMERCE

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Abstract

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants (PDAs). Known as next-generation e-commerce, m-commerce enables users to access the Internet without needing to find a place to plug in. The emerging technology behind m-commerce, which is based on the Wireless Application Protocol (WAP), has made far greater strides in Europe, where mobile devices equipped with Web-ready micro-browsers are much more common now-a-days in all over the world. No doubt mobile commerce needs some development in specific area like secure transaction, better shopping experience and enhanced graphics. Other than this mobile commerce opens new era of shopping.



Why is M-Commerce Very Hot These Today?

Advances in wireless communication technologies are basically extending the net to various portable devices and appliances such as cellular phones and pagers and palmtop computers. What's more, the content possibly delivered to the handset, laptop, or palmtop computers is crippled for low bandwidth, low battery life, and high latency issues, network companies have more incentive to provide end-users with personalized and location dependent content.

Competition has resulted in the wireless infrastructure becoming cheaper. It is becoming faster than wire and easier to use as well.

With that in mind, it should be inferred that cellular telephony is on its way to becoming a commodity. Portals and content providers as well as phone operators are taking advantage of a potentially huge market.

The wireless revolution will be driven in the short term by the "anytime anywhere access."

Why is M-Commerce So Important?

Increase In Smartphone and Mobile Internet Users

The most basic reason is that more and more people now own smartphones and tablets and are connected to the Internet using these devices.

Increase In Mobile Commerce Sales

Simple stuff – as far as actual transaction amounts are concerned, the numbers are quite impressive: PayPal processed \$27 billion worth of mobile transactions in 2013, while Alipay exceeded even that, claiming that it had processed \$150 billion worth of mobile transactions over the same period of time.

Increase in Traditional Sales Because of M-Commerce

It's important to make sure that any customers who happen to be browsing through your mobile store end up buying from your retail store anyway. And the best way to do that is to make sure your online store is mobile-friendly. For an example of a retail store profiting from having a mobile app, you need look no further than Starbucks. With the aid of their mobile app, which lets users pay for their coffees, reload their Starbucks loyalty accounts and so on, Starbucks conducted \$1 billion in mobile transactions in 2013.

Increase in Visitors Because of Mobile-Friendly Website

With so many mobile Internet users, the most important reason to have a mobile friendly website is the fact that a mobile-unfriendly website has every chance of driving potential customers away. Whereas a great mobile experience would lead the potential customer to visit the site and maybe even generate sales.



It might be a long time before m-commerce sales and revenue reaches levels that could compete with e-commerce. But even then, it's definitely better to get in on it now and ride the wave, instead of having to play catch-up later on.

Advantages of Mobile Commerce

This m-Commerce is beneficial for both type of businesses large scale and small scale. The mobile users increase day by day, so through m-Commerce your business gets large and growing market place for wild range of goods and services.

1. **Cover wild distance:** Mobile is the only technology which is now become necessary for any person in social and business life than computers. So, it is easy to reach users through m-Commerce.
2. **Consumer deals:** As more users use m-Commerce, there are lots of companies use m-Commerce site to reach them by giving different and better deals in comparison of their competitor.
3. **Savings:** Companies try to reach to the consumer directly through m-Commerce, so users have no need to go far to the store physically and at the end it saves user's time and money.
4. **Easy to use:** There is no need of skilled consumer. Buyers can have look thousands of items on their cell phones and there is no need of online checkout process.

Key Issues of M-Commerce

Evolution: Technology and Business models are constantly evolving which will demand flexibility and patience on part of all players.

Customer loyalty: Who will 'own' the customer? Partnerships among players from various industries will be necessary for most, if not all, m-commerce initiatives, and, in turn, will alter the nature of any one company to own their own customers. Cross-sector knowledge gulf, where the different parties will need to learn about the functions and limitations of the services provided by the other players, for example, operators will need to know about content and applications.

Moving up the value chain: To respond to market opportunities some companies have develop subsidiaries in order to react more rapidly to market challenges.

Scans & cams for m-commerce: Input methods, according to analysts, will have a significant impact on the success or failure of mobile commerce. From *digitals* to wonder keypads, it seems like they're trying everything.

Selling your mobile soul to save dough: Salvation for Mobile Marketers may lie in the pocketbooks mobile users. Give Me Mobility or Give Me Death has been replaced by Give me Ads and Charge Me Less!

F-Commerce

Facebook commerce (F-commerce) refers to e-commerce that is facilitated by the Facebook social media platform. Facebook is a major enterprise, with hundreds of millions of users and near-constant media exposure. Facebook commerce seeks to use elements of Facebook to drive sales.

Those who analyze Facebook commerce often distinguish between transactions that take place on a Facebook page and those that use Facebook Open Graph, a tool for fusing third-party websites with Facebook's site. Some companies set up dedicated Facebook stores to capture sales from Facebook users, while others set up sophisticated promotional ads to direct Web users toward some other sales venue.

The list of companies pursuing F-commerce is extensive and most marketing experts agree that the volume of future F-commerce will grow into many billions of dollars annually. Companies like Starbucks and Ticketmaster have already built extremely successful Facebook commerce operations, and more diverse businesses are looking at including F-commerce elements in sales expansions.

Since Facebook was launched in 2004, people on the web embraced this social networking site and loved the things it offers. This is the reason why Facebook, indeed is a juggernaut in the social media industry.

Many businesses are engaging themselves for **Facebook marketing**. Numerous entrepreneurs are making the most out of social media, particularly Facebook, to promote their brands and services and expand their businesses. Venturing in marketing or placing ads on Facebook also allows businesses to have more potential contacts and customers. They can also make page which can feature more about their products.

And like any other thing in the world, placing Facebook ads have advantages and disadvantages. There are always things to consider, plan, and study in advertising your business. I am handing to you some of the pluses and downsides of Facebook ads that can also do as marketing tips in the online world.



Advantage of F-Commerce

Let's start with what you can get best on placing Facebook ads.

1. Facebook Has a Lot of Users

In your business, you need customers, and the people online are your potential customers. Also, you are in need of good contacts that can help you to expand more in your business. So placing ads is like presenting an advertisement to a huge crowd. People are using it from all walks of life, from students to workers, young and old. And it is a hassle-free way of handing them about your business. You are just some clicks away from reaching millions of people.

2. Facebook Ads Are Cheaper and Longer

According to most of the internet marketers, these ads are much cheaper than other advertisement services online. And not just cheaper, but offers longer placement for text which can help a lot in introducing your business to your potential consumers.

3. The Advantage of Newsfeed and Friends' Activity

Facebook is a social media platform designed like a chill-out lounge of people. Yes, you can know and watch most of your friends' activity with the help of the newsfeed. If someone clicks your ad, liked it, and commented about that, it will appear in their friends' newsfeed. So it is like exposing your ads double.

4. Filtering of Potential Client

One of the good things that most of the marketing tips online are suggesting is to maximize its feature which can set a particular target client based on the age of the users. Because it includes age in making an account, they can easily filter in which account your ads will appear as you wish. So if you have a brand that has a particular target audience, Facebook ads is for you! Aside from filtering the age bracket of potential customers, you can also filter them through the places where the users live in, called the local awareness advertisements. Through this filtering feature, ads can be sent to people who are just within or near the area of your business.

5. Chance of Being Viral

Facebook has served as a home of viral videos, photos, posts, and even ads! When people think that your ad is interesting, made with full creativity, or informative, they like, comment, and share it big time! If you think you have a very creative mind and some unique ideas, contact management team now and place your ads!

Disadvantages of F-Commerce

After knowing the good things you can get from Facebook marketing guideline, now it is time to see the disadvantages of placing ads in this social media platform.

1. Can Be Difficult in Catching People's Attention

People in Facebook are busy with their own stuffs: communicating with friends, looking pictures and videos, and updating their own profile. Sometimes, ads are being snubbed by the busy users most especially if the ads are dull and plain. So if you are planning to put ads on Facebook, it requires a lot of creativity.

2. Negative Comments are Everywhere

The disadvantage of being just a click away from everything in the internet continues in Facebook. If a customer tried your product and services and encountered something bad or he didn't like the experience at all, he can comment in your Facebook page right away. Many of the other customers are reading comments in a particular page for research, so if they can read negative comments, it can affect your sales. This can test your Facebook management skills. You must be ready to handle these negative feedbacks and make sure that this cannot affect your credibility as a service and product provider.

3. Competitions Everywhere

Because Facebook has a lot of users, ads are sprouting like mushrooms. And because of this, competition is tight. It is hard to stand out. There are times that you just launched a new ad, and after a while, new ads are coming from the competitors as well, the same with what you have on your Facebook page. Duplication of the contents in your page by others can be easily done which you do not want.

4. Facebook Marketing Requires a Lot of Time and Resources

Maintaining Facebook ads and pages need a lot of time, resources, and energy. Earning likes and followers cannot happen overnight so you need to do a lot of promotion. And if you reach more likers and followers, you need to do a

lot of replying job on comments and queries on your page and same with putting up attractive ads. Remember that there are lots of ads. So you need to think of things properly, which may cost you a lot of producing some effective campaigns.

Everything in the world has cons and pros. That is why we all have the responsibility to think carefully and study what to do. Like in Facebook marketing, many things have to be considered to achieve your objectives and goals. You need to study some marketing tips so that you will have the best for your company through Facebook advertisements. With the things listed above, I hope it can help you in securing a bright and productive business career in the online world.

Conclusion

Mobile commerce is worth US\$230 billion, with Asia representing almost half of the market, and has been forecast to reach US\$700 billion in 2017. According to BI Intelligence in January 2013, 29% of mobile users have now made a purchase with their phones. Wal-Mart estimated that 40% of all visits to their internet shopping site in December 2012 were from a mobile device. Bank of America predicts \$67.1 billion in purchases will be made from mobile devices by European and U.S. shoppers in 2015. Mobile retailers in UK alone are expected to increase revenues up to 31% in FY 2013–14.

