

An Empirical Study on M-Commerce as the Next Generation Shift of E-Commerce Industry

Rupa Khanna Malhotra

Department of School of Management Studies, Graphic Era Hill University, Dehradun, Uttarakhand, India 248002

Abstract:

The next generation shift in the e-commerce sector is called m-commerce, commonly referred to as mobile commerce. It alludes to the exchange of goods and services over mobile devices like smartphones and tablets. With the extensive use of mobile devices, M-commerce has grown in popularity as a way for customers to shop online, and it is anticipated that this trend will continue in the years to come. Both businesses and consumers can gain greatly from m-commerce. Businesses may now target clients with specialized promotions and offer because of this new avenue that has reached out to customers. Businesses can also streamline the processes and increase efficiency, which lowers costs and boosts profitability. M-commerce gives customers the flexibility of shopping whenever people want, from anywhere. M-commerce has evolved into a safer and more effective method of making purchases with the development of mobile payments and digital wallets. M-commerce is anticipated to have a huge impact on the entire e-commerce business as it continues to expand. Businesses that don't use mobile technology run the risk of being left behind by rivals as more and more customers turn to M-commerce for the shopping needs. However, businesses that adopt M-commerce are likely to experience higher revenue and a stronger position in the market.

Keywords: *Mobile devices, Mobile Analytics, Augmented Reality, Machine Learning, Virtual Reality.*

Introduction:

The exchange of products and services via portable electronics like smartphones and tablets is known as mobile commerce, or m-commerce. M-commerce has become the e-commerce sector's next generation shift as a result of the recent explosion in the use of smartphones and other mobile devices. M-commerce has grown in popularity as a result of its accessibility and convenience. People now interact with brands and enterprises in a completely new way because of the proliferation of smartphones and mobile internet. People are increasingly accessing the internet and shopping online using the mobile devices, which have become a crucial part of everybody's daily life. As a result, M-commerce has emerged as the next generation shift in the e-commerce sector, giving companies new options to reach clients and increase the margin profits (**Deshmukh, et al. 2013**). Customers don't need a desktop or laptop computer to conveniently purchase online from anywhere, at any time. People's lives now revolve around the mobile devices, and as mobile technology has developed, so has m-commerce. Due to the rising popularity of smartphones and mobile internet, the M-commerce business has been expanding quickly in recent years. As more people shop online using the mobile devices, it is anticipated that this growth will continue in the upcoming years. Mobile commerce sales are anticipated to reach \$3.56 trillion by 2021, making up 72.9% of all e-commerce purchases, according to a forecast by eMarketer. The research also predicts that by 2023, there will be 7.33 billion mobile users worldwide. This shows how m-commerce has a tonne of promise in the future.

Consumer behavior has changed as a result of the growth of m-commerce. Compared to desktop users, mobile consumers have different shopping habits. People are more likely to buy on impulse and like to shop when have spare time, as when someone is standing in queue or on the bus. Consumers can now read product reviews, compare pricing, and make educated buying selections more easily thanks to m-commerce (Alvi, et al. 2016). Additionally, m-commerce has provided new business opportunities for companies. With the capacity to reach customers at any time and from any location, businesses can now broaden the customer base and target a bigger audience. For businesses to give the clients a seamless purchasing experience, mobile applications and mobile-friendly websites have become crucial. The expansion of mobile payment options is one of the major reasons boosting m-commerce. Consumers may now pay with the mobile devices more easily. This has also sparked the development of mobile wallets, which let users save the credit card and debit card details on the mobile devices to facilitate quicker and more convenient payments. The development of social commerce is a major factor supporting the expansion of m-commerce. Social media sites like Facebook, Instagram, have grown in importance as means for businesses to connect with the clients. Additionally, social media platforms have added functions that let users make purchases straight from the sites (Narang, B., & Arora, J. B. 2016). Despite all of the advantages of mobile commerce, there are still some difficulties that companies must face. Making purchasing across many platforms and devices smooth is one of the major problems. Businesses may find it difficult to make sure that the mobile websites and apps function properly on all mobile devices given the wide variety of mobile devices and operating systems. Making sure mobile payments are secure is another difficulty. Fraud and security breaches are more likely as more customers use the mobile devices to make payments. To protect the sensitive information of the

consumers, businesses must make sure they have strong security measures in place. The e-commerce industry's next generational transformation has been identified as m-commerce. M-commerce has a lot of room to develop in the years to come with the rise of mobile devices, mobile payment options, and social commerce. For businesses to be competitive in the market, they must adjust to this trend and offer clients a seamless purchasing experience.

Literature Review:

Current State of M-commerce: The e-commerce sector's mobile commerce, also known as m-commerce, is expanding quickly. A growing portion of the e-commerce market is m-commerce, which many industry insiders consider to represent the sector's next generational shift as a result of the popularity of mobile devices. A research by eMarketer projects that by 2021, global m-commerce sales would total \$3.56 trillion, or more than half of all e-commerce sales globally. In addition, a Statista study revealed that mobile devices will account for 72.9% of all e-commerce purchases in the US in 2021. These figures show the expanding significance of mobile commerce in the e-commerce sector. The increasing use of mobile devices is one of the major forces behind the expansion of m-commerce. Consumers are increasingly using the mobile devices to make purchases because to the widespread use of smartphones and tablets. Mobile wallets, in-app purchases, and one-click checkout are just a few of the features that mobile devices provide that make it simpler for customers to shop online (Srivastava, S., & Singh, V. 2015)

Next-Generation Shift of E-Commerce- Due to its ability to offer a seamless buying experience across various devices and platforms, m-commerce is regarded as the next-generation shift in e-commerce. Customers are calling for more convenient and personalized shopping experiences that cater to the unique interests and needs as the use of mobile devices

increases. By offering a seamless, individualized user experience, m-commerce enables firms to satisfy these objectives. To address the issues M-commerce is facing, numerous inventions and technologies have surfaced. Responsive web design is one such breakthrough that enables websites to adjust to various screen sizes and devices. The usage of mobile payments, including digital wallets and mobile banking, is another breakthrough. These services help customers conduct transactions securely and conveniently from the mobile devices. Another breakthrough that has the potential to improve the shopping experience is mobile augmented reality (AR), which enables users to see things in a virtual setting before deciding whether or not to buy them (**Sandhu, P. 2012**).

Advantages of M-commerce- Convenience is one of m-commerce's main benefits. Shoppers can use mobile devices at any time and from any location. This implies that customers can make purchases while on the go, whether they are driving to work, standing in queue at the supermarket, or relaxing on the couch at home. Mobile wallets, in-app purchases, and one-click checkout are just a few of the features that mobile devices provide that make it simpler for customers to shop online. Personalization is another benefit of mobile commerce. Retailers can gather information about the consumers via mobile devices, including the location, browsing patterns, and past purchases. To promote client loyalty and boost sales, this data can be utilized to provide personalized recommendations, promotions, and discounts. M-commerce benefits both consumers and businesses in a number of ways. Businesses may access a larger audience and boost the revenue, which offers an alternative sales channel. Additionally, m-commerce offers a more direct and customized way of interacting with customers, which can improve the customer experience and boost customer loyalty. M-commerce is convenient for customers since it allows them to shop whenever and wherever using mobile devices. Additionally, it provides a more individualized

shopping experience with recommendations and targeted promotions based on the browsing and purchase history (**Khurana, P. 2016**).

Challenges of M-commerce- While m-commerce has many advantages, there are a number of difficulties as well. Making sure that transactions made via mobile devices are secure is one of the biggest problems. Businesses must take steps to maintain the security of the mobile payment systems because customers are frequently hesitant to enter the personal and financial information onto mobile devices. Making an interface that is user-friendly and functions effectively on a variety of mobile devices with various operating systems and screen sizes is another problem. Businesses must also make sure that the mobile websites and applications are optimized for use on mobile devices, since slow loading times or a bad user experience may deter customers from making purchases. Security is one of the main issues facing m-commerce. A variety of security risks, including malware, phishing, and identity theft, can affect mobile devices. Retailers must therefore take extra security measures to protect the private information and money of the consumers. The need to improve the buying experience for mobile devices is another issue facing m-commerce. Mobile devices don't have the same screen size, processing speed, or storage options as desktop PCs. Retailers must, therefore, make the websites and apps quick, simple to use, and aesthetically pleasing for mobile devices (**Niranjnamurthy, et al. 2013**).

Future Trends in M-commerce- The development of mobile payments is one of the most significant trends in m-commerce. Consumers may now make purchases using the mobile devices without needing cash or credit cards. With systems, Mobile gaining popularity, this technology is rising in popularity. Utilizing virtual and augmented reality to improve the shopping experience is another trend in mobile commerce. With the help of AR and VR, companies can design realistic shopping experiences that let

customers try on items, visualize how furniture will look in the homes, and more (Wu, J. H., & Hisa, T. L. 2008).

The m-commerce sector of the e-commerce market is expanding quickly. Convenience, customization, and mobile payments are just a few of the benefits it provides. Security concerns and the requirement to improve the shopping experience for mobile devices are just two of the difficulties it faces. Retailers who ignore this trend run the risk of slipping behind the rivals since m-commerce is poised to become the next generation shift in the e-commerce business, despite these obstacles.

Objectives of the study:

To measure the m-commerce as the next generation shift of e-commerce industry

Research Methodology:

This research is based on collecting data from 213 people to investigate the m-commerce as the next generation shift of e-commerce industry. The study used an empirical approach to analyze the data, which involved using frequency distribution to examine the patterns and trends in the responses.

Data Analysis and Interpretation:

Table 1 With the increasing popularity of smartphones and tablets, people are shopping online more frequently from their mobile devices, which is driving the growth of M-commerce

Particulars	Agree	Disagree	Can't Say	Total
Respondents	155	33	25	213
% Age	72.77	15.49	11.74	100

Table 1 presents that with the statement with the increasing popularity of smartphones and tablets, people are shopping online more frequently from their mobile devices, which is driving the growth of M-commerce, it is

discovered that 72.77% of the respondents expressed their agreement with this statement.

Table 2 M-commerce provides greater convenience and flexibility to consumers, allowing them to shop whenever and wherever they want

Particulars	Agree	Disagree	Can't Say	Total
Respondents	153	37	23	213
% Age	71.83	17.37	10.80	100

Table 2 presents that the statement m-commerce provides greater convenience and flexibility to consumers, allowing them to shop whenever and wherever they want, it is discovered that 71.83% of the respondents expressed their agreement with this statement.

Table 3 Many e-commerce companies are creating dedicated mobile apps to provide a better shopping experience for their customer

Particulars	Agree	Disagree	Can't Say	Total
Respondents	151	36	26	213
% Age	70.89	16.90	12.21	100

Table 3 presents that with the statement many e-commerce companies are creating dedicated mobile apps to provide a better shopping experience for their customer, it is discovered that 70.89% of the respondents expressed their agreement with this statement.

Table 4 M-commerce enables new transactions like mobile payments via digital wallets, allowing direct payments from mobile devices without cash or physical cards

Particulars	Agree	Disagree	Can't Say	Total
Respondents	150	38	25	213
% Age	70.42	17.84	11.74	100

Table 4 presents that with the statement M-commerce enables new transactions like mobile payments via digital wallets, allowing direct payments from mobile devices without cash or physical cards, it is discovered that 70.42% of the respondents expressed their agreement with this statement.

Conclusion:

The next generation shift in the e-commerce sector is mobile commerce, sometimes referred to as m-commerce. The use of mobile devices for online shopping has become a common trend as a result of the increasing adoption of smartphones and tablets. Due to the ease of shopping anytime and anywhere, m-commerce has increased dramatically, significantly contributing to the overall e-commerce market. In the future, m-commerce is anticipated to overtake other online buying options as the use of mobile devices grows. For the e-commerce sector to remain relevant and competitive, it must adjust to this transformation and concentrate on creating mobile-first strategies. The development of m-commerce has recently been pushed by improvements in mobile technology including mobile wallets, mobile payments, and mobile apps. This has created fresh chances for companies to interact with their clients and provide tailored buying experiences. In conclusion, the manner that individuals shop has changed fundamentally as a result of mobile commerce. It has transformed the e-commerce market and will do so in the

upcoming years. Businesses that make an investment in mobile technologies and give the mobile user experience top priority will profit from this trend and remain competitive.

References:

- [1] Niranjana Murthy, M., Kavyashree, N., Jagannath, S., & Chahar, D. (2013). Analysis of e-commerce and m-commerce: advantages, limitations and security issues. *International Journal of Advanced Research in Computer and Communication Engineering*, 2(6), 2360-2370.
- [2] Deshmukh, S. P., Deshmukh, P., & Thampi, G. T. (2013). Transformation from E-commerce to M-commerce in Indian Context. *International Journal of Computer Science Issues (IJCSI)*, 10(4), 55.
- [3] Clarke III, I. (2008). Emerging value propositions for m-commerce. *Journal of Business Strategies*, 25(2), 41-57.
- [4] Wu, J. H., & Hisa, T. L. (2008). Developing e-business dynamic capabilities: an analysis of e-commerce innovation from I-, M-, to U-commerce. *Journal of Organizational Computing and Electronic Commerce*, 18(2), 95-111.
- [5] Sharma, S., & Gutiérrez, J. A. (2010). An evaluation framework for viable business models for m-commerce in the information technology sector. *Electronic Markets*, 20, 33-52.
- [6] Jahanshahi, A. A., Mirzaie, A., & Asadollahi, A. (2011). Mobile commerce beyond electronic commerce: Issue and challenges. *Asian Journal of Business and Management Sciences*, 1(2), 119-129.
- [7] Alvi, S., Laila, U., Khan, K., & Hussainy, S. K. (2016). Intention to Adopt M-Commerce over E-Commerce. *KASBIT Business Journal*, 9(1), 154-175.
- [8] Narang, B., & Arora, J. B. (2016). Present and future of mobile commerce: Introduction, comparative analysis of m-commerce and e-commerce, advantages, present and future. In *Securing transactions*

- and payment systems for m-Commerce (pp. 293-308). IGI Global.
- [9] Sandhu, P. (2012). Mobile commerce: beyond E-commerce. *IJCST*, 3(1), 59-63.
- [10] Bhat, S. A., Kansana, K., & Khan, J. M. (2016). A review paper on e-commerce. *Asian Journal of Technology & Management Resesarch* [ISSN: 2249–0892], 6(1).
- [11] Papadopoulou, P., & Pelet, J. E. (2013). Trust and privacy in the shift from e-commerce to m-commerce: A comparative approach. In *Collaborative, Trusted and Privacy-Aware e/m-Services: 12th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2013, Athens, Greece, April 25-26, 2013. Proceedings 12* (pp. 50-60). Springer Berlin Heidelberg.
- [12] Sumita, U., & Yoshii, J. (2010). Enhancement of e-commerce via mobile accesses to the Internet. *Electronic commerce research and applications*, 9(3), 217-227.
- [13] Kaur, M. (2015). M-commerce: SWOT analysis. *Sai Om Journal of Commerce & Management*, 2(5), 12-18.
- [14] Khurana, P. (2016). M-Commerce: A Necessity for Future India. *IRA-International Journal of Management & Social Sciences*, 5(1), 152-158.
- [15] Srivastava, S., & Singh, V. (2015). Rapid movement of m-commerce in economy. *Splint International Journal Of Professionals*, 2(2), 50-55.