

E-commerce and M-commerce a comparison

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Abstract— The object of the paper is to investigate the comparison between e-commerce and m-commerce. The e-commerce is an oldest method of online trading for the consumers. The m-commerce is a newly developed trend in online trading for the E-commerce is defined as according to Steven Coleman “it is the process by which business and consumer buy and sell goods and services through an A study on impact of E-COMMERCE on Indian economy, It is projected to cross \$100 billion within next five years. This will contribute more than 4% to India’s GDP. E-COMMERCE provides the useful resource for the growth of MSME’S and all aspects of the rural community. The e-commerce contributes more GDP for the Indian economy. The m-commerce is known as mobile commerce. This is a newly developed online trading method between consumers. “THE DELIVERY OF ELECTRONIC COMMERCE CAPABILITIES DIRECTLY INTO THE CONSUMERS HAND ANYWHERE VIA WIRELESS TECHNOLOGY”. The GDP contribution of mobile is nearly to E-COMMERCE in all aspects. The m-commerce facilities attract consumers in all aspects. The trading can be done through M-COMMERCE from anywhere. They provide a different transaction facility for their consumers.

The m-commerce has the source of overcome e-commerce in recent days. The m-commerce can be easily accessed by each and every consumer. Since the transaction options are liberal the consumers are attracted towards m-commerce. The discount facilities options are indicated in m-commerce so the consumer often checks through m-commerce than e-commerce.

Keywords— M Commerce, E- Commerce

Introduction

This topic relates pure to trade .trade involves the transfer of goods or services from one person to another, often in exchange of money. A system or network that allows trade is called market. Before the invention computer the consumer will purchase goods manually. They don’t have any idea about the invention of new product in the market. This system involves the physical presence of consumers. But after the invention of computer the system of buying has been changed drastically. The e-commerce and m-commerce rules the network of buying and selling. With the help of e-commerce and m-commerce the consumer can easily purchase and sell the goods easily within the fraction of time. It involves less time and less cost. This system has been accepted universally. This system relates to the modern era. This method is also called as online shopping. This helps the consumer to directly buy goods or services. From the seller over the internet using a web browser

Area of study

In this session the topic covers the study of e-commerce and m-commerce broadly. The term e-commerce means electronic commerce which used online for transaction of goods. The e-commerce spreads widely across the globe. The term m-commerce means mobile commerce. Many choose to think of mobile commerce as meaning “a retail outlet in your customer’s pocket”.

E-commerce definition

Electronic commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. The business transaction

- 1 .business- to- business
2. Business-to-consumer
3. Consumer-to-business

E-commerce is defined as according to Steven Coleman “it is the process by which business and consumer buy and sell goods and services through an electronic medium”

The two familiar example of e-commerce is

Online marketing	Shopping search engine
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1. **E-bay**
2. **Amazon**

Features of e-commerce

The following are the features of e-commerce

1. It is ubiquity in nature
2. It has the potential of global reach
3. It is universally accepted standard
4. It provides richness in quality
5. It allows interactivity procedure
6. Product status report can be checked

The e-commerce has been introduced in the year 1960. It was invented by **“Michael Aldrich”**

Advantages of e-commerce

The invention of faster internet connectivity and powerful online tool has resulted in new commerce arena- e commerce. E-commerce offered many advantages to companies and customers but it also caused many problems.

1. Faster buying and selling procedure
2. Easy to find out products
3. It provides buying and selling activity at 24*7
4. More reach to customer. There is no theoretical geographical limitations
5. Easy to start and manage the business
6. Can scale business quickly
7. Can grow business organically with content

M-COMMERCE DEFINITION

M-commerce is called as mobile commerce. Known as next-generation e-commerce, m-commerce enables the user to access the internet without needing to find a place a plug in Mobile commerce is defined as **“THE DELIVERY OF ELECTRONIC COMMERCE CAPABILITIES DIRECTLY INTO THE CONSUMERS HAND ANYWHERE VIA WIRELESS TECHNOLOGY”**

MOBILE COMMERCE	KEVIN DUFFEY IN 1997
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FEATURES OF MOBILE COMMERCE

Mobile commerce is growing rapidly across the globe. Following are the features of mobile commerce.

1. Mobile commerce provides GPS ENABLED STORE FINDER
2. There is a option of click to call facility
3. It provides mobile context-and specific inputs
4. It provides easy sharing facility
5. It allows pre-populated forms
6. It provides auto fill facility
7. It has CTA on first page load

ADVANTAGES OF M-COMMERCE

The following are the important advantages of m-commerce

1. It provides context-specific services
2. It has time-critical solutions
3. It provides spontaneous decisions and need
4. It helps to increase the efficiency
5. Mobile commerce provides advantages for both small and large scale businesses
6. It provides ubiquity

COMPARISON BETWEEN E-COMMERCE AND M-COMMERCE

E COMMERCE	M COMMERCE
Oldest way of purchasing	New way of purchasing
Introduced in 1970	Introduced in 1990
Buying and selling products through electronic manner	Buying and selling products through wireless device
It can be accessed through only laptops and computers	It can be accessed through various wireless technologies like mobile phones, smart watches, and tablets
Payment transaction is complicated	Payment transaction is simple
It does not cover large geographical area	It covers large geographical area
It can't be accessed from anywhere	It can be accessed from anywhere

E-COMMERCE IMPACTS ON INDIAN ECONOMY

A study on impact of E-COMMERCE on Indian economy, It is projected to cross \$100 billion within next five years. This will contribute more than 4% to India's GDP. E-COMMERCE provides the useful resource for the growth of MSME'S and all aspects of the rural community. In its present State the contribution of E-COMMERCE to GDP is around 0.2%. Which is expected to grow 15 times to around 2.5% by 2030? The impact is so huge that the present wave of de- monetization could have not been thought if E-COMMERCE did not exit. The contributions have increased from \$3.8 billion in 2009 to \$17 billion in 2014.

The e-commerce has been introduced in the year 1960. it was invented by **“Michael Aldrich”**

M-COMMERCE IMPACTS ON INDIAN ECONOMY

India is the largest mobile market in the world after China. The number of internet users in India reach 302 million by December 2014, according to the survey of IAMAI the smart phone penetration in countries are

INDONESIA- 23%

INDIA- 18%

PHILIPPINES- 15%

Since the mobile phone users are more the M-COMMERCE develops the trend system in India. The mobile commerce contribution would fall across 2.5% above in 2030.

SUGGESSTION

The m-commerce has the source of overcome e-commerce in recent days. The m-commerce can be easily accessed by each and every consumer. Since the transaction options are liberal the consumers are attracted towards m-commerce. The discount facilities options are indicated in m-commerce so the consumer often checks through m-commerce than e-commerce prices are higher than m-commerce. So 60% of consumers prefer m-commerce than e-commerce

CONCLUSION

Since the population in India is high the products are easily sold in the market. The consumers are covered by online trading transaction. So they fell better with this option to avoid physical inconvenience and to save their time. So manual trading has been restricted after the emerge of e-commerce and m-commerce.

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