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Comparative Study of M-Commerce and E-Commerce

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ABSTRACT: The purpose of this research paper is to analyse the significant growth of mobile commerce in India. Mobile commerce is also called as M-commerce. Ecommerce refers to all forms of commercial transactions that involve individuals and organizations based on electronic processing of data where as Mobile Commerce (M-commerce) is the buying and selling of goods and services using mobile phones. M-commerce is the next generation of Ecommerce which enable user to access internet without need of a place plug in. Today mobile is not use for sending messages or calling but it also used for other ways like web Browsing ,Chatting, playing games etc. On the other hand, M-Commerce implies the trading of merchandise through wireless handheld devices, such as mobile phones, tablets and Personal Digital Assistant (PDA).

KEYWORDS: MCommerce , Ecommerce , Web Browsing, Merchandise , Handheld devices tablets, Personal Digital Assistant (PDA)

I. INTRODUCTION

Although a large volume of literature is available on mobile commerce (m-commerce), the topic is still under development and offers potential opportunities for further research and applications. Since the subject is at the stage of development the objective of bringing to the fore the state-of-art in m-commerce research and applications will initiate further research on the growth of m-commerce technologies. This paper reviews the literature on m-commerce and applications using a suitable classification scheme to identify the gap between theory and practice and future research directions. m-commerce theory and research, wireless network infrastructure, mobile middleware, wireless user infrastructure, and m-commerce applications and cases. In this fast moving generation, the world of technology has really improved our lives a lot. With the help of internet, everything is available on your fingertips. You do not have to even step out of your house and the desired products are available in front of you. It is just a few clicks away from you. This is being possible only because of the new technologies such as E-Commerce and M-Commerce. The conversion from the physical store shopping to online shopping might have taken hundreds of years, but the change over, although partial, from web world (E-commerce) to mobile world (M-commerce) has simply taken place within a decade or two. We hope that the findings of this research will provide useful insights into the anatomy of M-commerce literature and be a good source for anyone who is interested in m-commerce. M-commerce means operating business transactions on the Internet using computers or laptops. M-commerce solution or mobile commerce solution is a growing method of mercantile system in the recent years. It allows transaction with just a few tap on your smart phone's screen and thus opens a new way for people to exchange goods and services. You can access to the shop on mobile devices, which mean anytime and anywhere as long as the Wi-fi/3G/4G signal is on. From a survey research it has been noticed that the number of smart phone users has been increased in the past few years. The crowd is moving more towards the mobile world rather than the web world.

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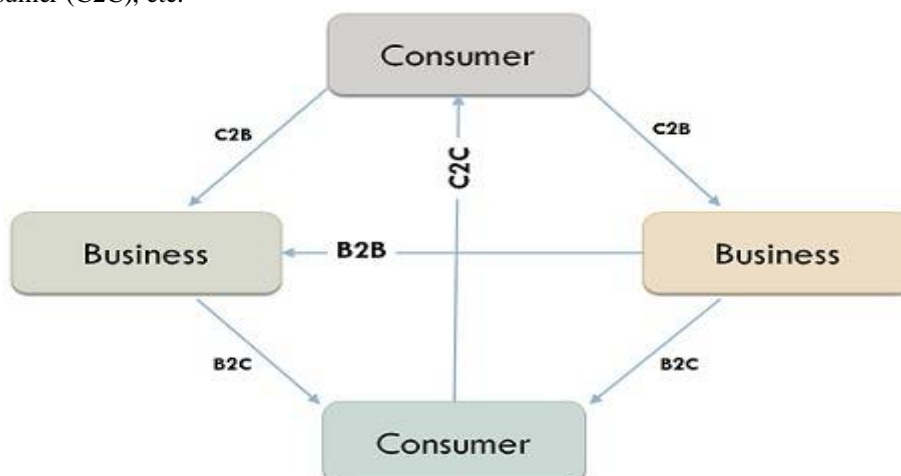
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With the emergence of new trends of doing business, nowadays people need not wait in queue for a long time just to buy a single article. However, traditional commerce is still in vogue, but every second person uses the latest modes of trading i.e. electronic commerce (E-commerce) and mobile commerce (M-commerce). E-Commerce delineates all forms of business dealings undertaken through electronic processing and exchange of data, including text, sound, video, images and so on. In short, the former refers to the buying and selling of products and services with the use of electronic systems such as the internet while the latter is an extension over the former, in which the commercial activities are conducted, through telecommunication devices. Take a read of the given article to understand the differences between e-commerce and M-commerce. Although, web world and mobile world, both the technologies are based on the same fundamental principles, and aim at making consumer lives easier, there are a few key differences between them.

II. DEFINITION OF E-COMMERCE

E-commerce stands for electronic commerce. It refers to the exchange of any product or service across the internet while using electronic mode. It includes all those activities that help in concluding the transaction, i.e. transportation, banking, insurance, warehousing, advertising, etc. there will be no face to face interaction between the parties. The e-commerce business models are, business to business (B2B), business to consumer (B2C), consumer to business (C2B), consumer to consumer (C2C), etc.





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Classification of E-commerce -

Since last few years, e-commerce has gained tremendous importance due to the increase in the internet users. There are some merits of e-commerce:

- Prospective consumers can review existing customer's experiences through feedback.
- Elimination of middlemen.
- 24X7X365 accessibility as there is no time limitation.
- Simple, safe, fast and convenient.
- Less overhead cost.

However, e-commerce is accompanied with some drawbacks like there are chances that if some customers have a bad experience, then they will provide negative feedback to others. In addition to this, e-commerce is not right for perishable goods, the cost of shipping the goods, etc.

III. DEFINITION OF M-COMMERCE

M-commerce or mobile commerce is nothing but an upgraded or version of e-commerce. When the commercial activities are conducted with the help of cellular devices, it is known as m-commerce. It includes browsing, buying, selling, dealing, ordering, paying and many other activities.

After the emergence of m-commerce, e-commerce has reached great heights because it has increased its accessibility, portability, and connectivity. Now, you don't need to search a place to plug-in because it just needs a wireless handheld device. The latest technology behind the success of m-commerce is Wireless Application Protocol (WAP), Short Message Service (SMS), Bluetooth, etc. It can be used in mobile ticket booking, mobile banking, money transfer via mobile and so on. Further, it allows the use of applications. But of course, it is also backed with some demerits like small screen do not provide a better experience, lack of technology in mobile phones like memory, etc. less secure, fewer graphics, etc.

IV. COMPARISON CHART

Basis for comparison	E-commerce	M-commerce
Definition	Electronic Commerce (or also called E-commerce) refers to the activities of buying and selling products and services with the use of electronic systems such as the internet.	Mobile Commerce (or also called M-commerce) refers to the process of buying and selling products and services with the use of internet/cellular data via wireless handheld devices.
Developed	In 1970's	In 1990's
What is it?	Superset	Subset
Ease of carrying device	No	Yes
Use of internet	Mandatory	Not mandatory
Reach	Narrow i.e. it is available only in those places where there is internet along with electricity.	Broad due to its portability.



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Basis for comparison	E-commerce	M-commerce
Connectivity	Smaller	Larger owing to the bigger number of mobile users
Mobility	Limited	Less limited because of lighter weight and smaller size leading to easier to carry
Payment gateway	Credit cards	Caller's rate, mobile banking or user's credit card
Usage	Less simple because of a more complicated user interface and more functions	Simple because all functions have been simplified

V. MERITS OF M- COMMERCE

This M-Commerce is beneficial for both types 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 the 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 mCommerce, there are lots of companies use the mCommerce site to reach them by giving different and better deals in comparison to their competitor.
3. Savings : Companies try to reach to the consumer directly through mCommerce, 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 the skilled consumer. Buyers can have look thousands of items on their cell phones and there is no need of online checkout process.

VI. DEMERITS OF M- COMMERCE

Every invention has its own merits and demerits. It is applicable in this mCommerce business also.

1. Smartphone limitation : Mobile has no big screen like desktop or laptops, so sometimes users tired to navigate more and more to choose just one item from thousands. It affects shopping rates.
2. Habituate : Every new technology has some problem at the starting phase. Here mCommerce is a new application, so sometimes people avoid to change which are rapidly change. As they are habituated to buy products from eCommerce.
3. Risk factor : Each business has its own risk. Same Moblie commerce is the growing field and a lot of investment in this field becomes risky. Because technology changes day by day. Moreover, there less security in the wireless network, so in data transfer hacking chances are more.
4. Connectivity : Moblie commerce needs high-speed connectivity of 3G. Otherwise, it is become hectic for the user to go through entire product purchase process.

VII. FUTURE OF M-COMMERCE

No doubt mobile commerce needs some development in the specific areas like secure transaction, better shopping experience, and enhanced graphics. Other than this mobile commerce opens the new era of shopping.



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VIII. CONCLUSION

E-commerce and M-commerce have played a revolutionary role in changing the lifestyle of the people. Apparently, it saved their time and cost. In traditional commerce, people do not have many options, but now they can explore and make better choices. They will not get cheated with low or substandard or defective items. Also they will not get fooled by the attractive advertisements because they can read the reviews of existing customers to decide whether to buy the product or not.

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