Mobile Commerce and Changing Customer Behaviour

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Abstract

The growing adoption of mobile devices for the purpose of conducting business online is a reflection of the shifting function of mobile communications. Mobile commerce holds the potential to alter the way in which some business-to-consumer (B2C) operations are carried out. This potential is supported by the increasing prevalence of mobile devices and the development of mobile technology. This study focuses on business-to-consumer (B2C) markets, highlights the important role that consumer behavior research plays in mobile commerce, and analyzes, using an exploratory research technique, the crucial success elements that contribute to the spread of mobile commerce. In order to do this, an online consumer survey was conducted in the nations of Finland, Germany, and Greece in Europe. According to the findings, the level of penetration of mobile commerce (also known as m-commerce) in Europe is still rather low. In addition, among the nations that were looked into, it was found that there were considerable variations in the views of consumers towards mobile commerce. The most important success elements in boosting m-commerce consumer acceptance were found to be lower costs, increased security, enhanced devices, and excellent customer service. It has been determined that one of the most important aspects of commercial success for mobile network providers in India is the degree to which the marketing mix is adapted to the distinctive qualities of each individual target market.

keywords: **MOBILE, COMMERCE**

Introduction

Although there is a lot of attention being paid to business-to-consumer (B2C) mobile commerce (m-commerce), the majority of applications available today cater to the needs of organizations rather than individual customers. At the intra-organizational level, a considerable variety of wireless applications have been adopted (for example, mobile sales force automation), and B2B wireless information exchanges are increasingly supporting the integration of business activities along the supply chain. Despite this, B2C m-commerce apps (such as e-banking, e-shopping, and e-booking, amongst others) are expanding at a rapid rate. This growth is being supported by the new technical outputs, the pioneering business efforts, and the continually changing consumer behavioral patterns. There are many different avenues of study that may be pursued in the field of mobile commerce at the moment (such as new technologies, research on marketing, etc.). According to Green et al. there is a growing body of research in the social sciences that tracks the spread of mobile communications throughout the population. In order to achieve this goal, they examine the significant part that research on consumer behavior plays in the spread of mobile telecommunications technology. In light of these recent developments, the purpose of this article is to explore customer attitudes and behaviors in Europe towards m-commerce services. The purpose of this article is to offer an early knowledge of the changing role of mobile communications from the perspective of the customer, as well as a

list of important success elements towards the effective proliferation of B2C m-commerce. As part of the MobiCom project, an exploratory consumer survey was carried out to gather information for this purpose. The outcomes of the research may be successfully utilized by business owners within the scenario analysis of their strategic marketing planning for electronic commerce as well as by researchers for the purpose of creating particular research hypotheses to be investigated within matching conclusive research designs.

Objectives of the study

1. To assess, investigate, and compare the thoughts and levels of contentment expressed by customers on the M-Commerce and M-Banking services offered by financial institutions.
2. To provide feedback in order to enhance the customer service provided by M-Commerce.

Mobile Commerce

M-Commerce is an abbreviation for "mobile commerce." M-commerce, also known as mobile commerce, refers to the practice of buying and selling products via the utilization of wireless devices such as mobile phones, personal digital assistants, and other portable devices that are powered by Internet connectivity. We have access to cutting-edge mobile applications and high-speed services when we make use of M-Commerce, and we are also able to utilize this device remotely from any location at any time. We are able to use the same hand-held device for telecommunications, as well as for the payment of bills and the assessment of accounts. M-commerce may be thought of as a subcategory of E-commerce. We are no longer constrained by time or location, and we are free to access the information whenever we require it. It is the product of the convergence of two rapidly developing developments, namely ubiquitous computing and internet commerce. It is available online at any location, at any time, and on any device, and it creates new prospects for business. The formula for mobile commerce is "Internet + Wireless + Electronic Commerce." Mobile commerce is still in its early stages of growth in India; at this time, it is mostly utilized for performing financial transactions, purchasing tickets, and paying utility bills, among other things. Even while mobile commerce encompasses a huge range of different forms of transactions, they can all be broken down into one of these three categories:

1. Mobile shopping.

This is essentially the same as online shopping, except it can be done from your mobile device (iPhone or Android). Shopping may now be done on mobile devices thanks to websites that are optimized for mobile use, applications designed specifically for shopping, and even social media platforms.

2. Mobile banking.

There aren't very many differences between mobile banking and internet banking; nonetheless, you could find that some transaction types aren't available on mobile devices or are limited in some way. The usage of a specialized app is often required for mobile banking; however, several financial institutions have begun experimenting with the use of chatbots and messaging applications.

3. Mobile payments.

Because there is such a wide variety of alternatives available for mobile payments, we have decided to go into additional depth about them in this post. Your exposure and interest in mobile commerce would most likely

relate to shopping and payments, which is exactly what the next sections of this post will concentrate on because you are the owner of a business and a user of BigCommerce.

4. Mobile web payments

In this method, payments are performed using web sites. In order for a client to make a payment, the customer must enter their mobile phone number and a password on the micro browser of the web page. After the password has been verified, the consumer will get a text message from the partner bank. The consumer is required to send an SMS to confirm the bank, and once this is done, the money is deducted immediately from the customer's bank account.

Benefits for Users

According to Ashraf et al. (2014) and Qusef et al. (2011), the success of mobile commerce may be ascribed to many fundamental elements relating to ease, personalisation, ubiquity, and localisation. Companies involved in mobile commerce quickly realized that customers would not waste their time surfing on user-applications that were not user-friendly. According to Qusef et al. (2011), one of the most significant advantages offered by customization is the provision of an ordered and individualized interface to the user's device screen, power, and internet connection speed. The user also benefits from it since it offers adaptable material that caters to the requirements of each user. "anytime and everywhere" computing is another significant advantage made possible by mobile technology and m-commerce (For Au & Kauffman, 2008). According to Kim et al. (2010)a, the ubiquitous, temporal and geographical aspects of mobility enable consumers access to information, communication, and services wherever they are and whenever they choose. M-commerce presents prospects for personalized services, location-based services, and broadband internet access that are not constrained by geographic location (Chong et al., 2011; Chong, 2013; Qusef et al., 2011). (Chong, 2013; Qusef, 2011). Users of wireless devices are able to obtain information and carry out transactions regardless of their location or the time of day (Niranjanamurthy et al., 2013; Qusef et al., 2011). Users spend a greater amount of time on their mobile phones than they do in front of a computer. Therefore, customers might look for goods and services utilizing their mobile phones for the sake of convenience. They could, for instance, use their mobile phones to check the train schedule, timetable, and book right up until the minute it leaves the station. On top of that, a client may check the pricing of a product on the web while they are shopping at a supermarket for that product even if the supermarket has its own website. The advantages provided by m-commerce have contributed to an increase, all around the world, in the amount of real m-commerce usage activities carried out by customers. Mobile devices are utilized not just for enjoyment and communication activities like listening to music, interacting on social media, and browsing material, but also for purchasing. Examples of these activities include listening to music, interacting on social media, and browsing content.

Benefits for Organizations

According to Kim et al.'s research (Kim et al., 2010a), the two most essential characteristics of mobile commerce, mobility and reachability, are responsible for the particular benefits that m-commerce provides to businesses. These advantages provide m-commerce an advantage over electronic commerce. The term "mobility" refers to the ability of consumers to carry smartphones or other mobile devices to purchase items regardless of the time or location. The portability and accessibility offered by mobile devices make it feasible for businesses to communicate with customers at any time and in any location. Providers may provide

marketing material to customers that is more pertinent to their needs with the assistance of location-based services. When compared to websites, mobile applications provide businesses with the opportunity to offer services and goods based on the current location of the customers, send geo-targeted notifications and personalized up-to-date information about products, sales promotions, stores, e-couponing opportunities, and other topics, and ultimately encourage customers to make purchases (Chopdar & Balakrishnan, 2012). Therefore, the use of location-based information helps to provide a more satisfying and engaging experience for customers who purchase online; as a result, businesses increase the amount of client loyalty they enjoy. The adaptability properties of mobility and reachability make customisation easier. Additionally, Molitor 2012 predicts that location-based advertising, which is a tailored message that is often targeted to a certain segment group or user depending upon time and location, would make promotion targeting more relevant. In addition, companies are able to provide one-of-a-kind services with the use of m-commerce, which acts as an essential business model for new firms, particularly Small and Medium-Sized Enterprises (Utami et al., 2013). According to the findings of a number of researchers (Faqih and Jaradat, 2015; Krotov et al., 2015; Ha et al., 2012; Qusef et al., 2011; Zou and Huang, 2015), one of the most important advantages of m-commerce is the ability to utilize the location information of users to fulfill the requirements of customers in a variety of contexts and in real time.

Mobile Commerce Challenges

There are several challenges that mobile commerce must still conquer. The authors of Rana et al.'s (2013) study highlight the multi-dimensional features of the prevention of m-commerce adoption. It's possible that technological, environmental, or consumer-related issues are to blame for these roadblocks. According to Sari and Bayram (2015), the utilization of mobile phones is associated with a number of technological limitations. Reading text on mobile phones and tablets and using them with one hand at a time is often tough. The degree of ambient noise, the weather, and the light all have an impact on how effectively these gadgets are utilized. Users are frequently confused as a result of challenges such as a deficient level of ease of use and a low quality interface. The high cost of devices that have high wireless network connection speeds, good display resolutions, and high processing capabilities is another significant barrier that must be overcome. According to McLean et al. (2012), the size of the screen of a consumer's smartphone has a significant impact on their buying attitudes and actions. (Chung, Chun, & Choi, 2015; Sari & Bayram, 2015) The environmental challenges are connected to the absence of standards, uncompleted infrastructure, cost and limited bandwidth of mobile internet, and difficulties with network connectivity. The high expense of implementing 5G wireless networking, as well as concerns raised about potential risks to users' health and safety, continue to be significant obstacles. Another significant problem with mobile commerce is its lack of security (Ghosh & Swaminatha, 2001; Rana et al., 2013). Consumers consider the possibility of losing money through mobile payment as the most significant barrier to the widespread adoption of mobile commerce (M-commerce). Other barriers include the danger of illegal access, identity theft, and the loss of the device itself. In light of the increasing frequency of cyberattacks, it appears that the security of data using encryption algorithms is insufficient. According to Sari and Bayram (2015) and Kalliny and Minor (2006), the consumer-related variables may include demographic, psychographic, social, and cultural factors. According to Kanwalvir and Aggarwal (2013), the consumer's perspective on mobile commerce is heavily influenced by a variety of demographic characteristics, including gender, age, region, education level, income level, and occupation. Other important problems that relate to consumers include a poor perceived relative advantage, performance expectation, trust, complexity, and the intrusiveness of undesired advertising messages (Carter, 2008; Tarhini

et al., 2013). Consumer privacy problems are still a key barrier, as m-commerce personalisation requires personal data such as the name, gender, telephone number, and other similar information. Consumer innovativeness, consumer knowledge of technological innovations, consumer past adoption of technologies, social influences, and attitude are some of the consumer characteristics that have been considered in a variety of studies to influence the adoption process of mobile commerce (Leong et al., 2011; Lu et al., 2005; McLean et al. 2012; Yang 2005). These studies were conducted by various researchers.

Features of M-Commerce

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

Ubiquity is the ability of customers to acquire goods and services from any place, regardless of where they are physically located at the time of purchase. Customers are able to make purchases relevant to the places in which they live, and businesses are able to do business.

Convenience: Services such as GPRS provide convenience while also ensuring that users remain in constant contact and connected. This makes it easier for businesses to maintain a healthy connection with their clientele.

Personalization: The M-Commerce services have been customized, and they may now be utilized in accordance with the requirements of the customer.

Location-based services: a service such as GPS makes it possible for businesses to provide products and services that are tailored to a specific geographic area.

Services in a timely manner: customers are directly linked, and thus facilitates the delivery of services in real time.

Mobile Banking

Customers are able to access the internet, send and receive messages, and complete transactions at any time from any place thanks to mobile commerce technology, also known as m-commerce. Customers may do this by using their mobile phones, personal digital assistants (PDAs), and laptop computers to connect to the internet. Mobile banking is a subset of electronic banking that not only underpins the factors that determine the success of the banking industry but also the particular circumstances that govern mobile commerce. After bouncing back from the initial shock of the dot-com bubble, mobile banking has been steadily climbing up the popularity rankings in a variety of different sectors of society over the past few years. The providing of banking and financial services, as well as the accessing of these services, can be referred to as "mobile banking," and it is accomplished with the assistance of mobile telecommunications devices. The range of services that are provided may include the ability to engage in financial and stock market transactions, to manage accounts, and to have access to individualized information. Banks are now able to provide a wider range of services to their clients because to advancements in mobile technology. These services include the ability to transfer cash while traveling, to receive online pricing updates, and even to trade stocks while sitting in traffic. Older phones that are simply capable of sending and receiving text messages lack some functions that are provided by smart phones and 4G connectivity. The introduction of mobile business was made possible as a result of the convergence of mobile communications and distributed networked computing, which laid the groundwork for the growth of this new electronic business channel. The term "mobile business"

(sometimes abbreviated as "m-business") refers to the practice of utilizing mobile information technology, such as wireless Internet, for the purposes of managing a company, as well as facilitating internal communication and coordination among employees. M-Banking is the practice of doing banking-related activities, such as account balance checks, account transactions, payment processing, credit application submission, and so on, using a mobile device, such as a mobile phone or personal digital assistant (PDA). It is banking that is simple, quick, risk-free, and accessible whenever and wherever you are. Emerging wireless and mobile networks will make many new e-commerce applications viable and provide a significant benefit to those applications.

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 is an abbreviation for "short message service," and it refers to a texting system that only allows for 160 characters that are all in black and white. It is the sort of mobile marketing that is employed the most frequently and costs the least. Customers have the ability to place an order for a product or service using the same form that is used by the company to send out bulk communications.
2. MMS: MMS, which stands for "Multimedia Message Service," is an abbreviation for "Multimedia Message Service." This is a time slide presentation that consists of photos, text, audio, and video. The ability to send and receive normal MMS messages is included in mobile sets that have color screens. Customers can be convinced to purchase goods or services by demonstrating their usage of the product, as well as doing a number of other tasks, with the use of MMS.
3. Mobile Web Applications: One option for using the web on a mobile device is to access web pages. Yahoo, Google, and a number of other companies that supply mobile content have started selling advertising placement on their own websites. Customers can have access to the firms' goods and services by using their mobile phones to browse the websites of those businesses.
4. Bluetooth: Because a Bluetooth message may be sent along within a range of ten meters, retailers, mall owners, and owners of small businesses utilize this instrument to promote their product to customers who come to the vicinity of that region.
5. Location-based marketing: area-based marketing helps to determine the customer's location by using GPS (global positioning system) technology, and then the organization sends the contents and offers that are relevant to that particular area.
6. Voice: An up-and-coming kind of marketing, voice-based marketing may now be done through mobile devices. IVR stands for interactive voice response, which is a highly common technology that businesses utilize to provide a variety of services to their clientele. A client is required to carry out the steps outlined in the directions that are stored on the system at the other end.

M-commerce moving forward.

It goes without saying that mobile commerce is not only a fad but rather a phenomena that will continue to grow in importance. It seems probable that mobile commerce will become less of a choice and more of a need for online merchants in the near future as the role of smart phones in our communication, information gathering, and, most recently, online shopping continues to expand. Obviously, mobile commerce represents only a small part of the whole market. It is important to keep in mind that in order to have a successful

omnichannel approach, your mobile website or app will need to weave together with other channels rather than acting as a standalone entity. Keep in mind that the key to successful mobile commerce is to "meet your customers where they are" and to provide them with an experience that is both easy and memorable.

CONCLUSION

The future of doing business will likely include the use of mobile commerce in a significant capacity. The rise of mobile commerce is being helped along by a number of factors, including intensified competition in the marketplaces, newly emerging firms, a variety of marketing methods, and more customer awareness. The purpose of this study was to conduct an analysis of the m-commerce literature as well as to represent important research pathways. There are two major m-commerce research streams that have been identified. The first line of inquiry investigates the reasons that lead customers to start using mobile commerce, and the second line investigates the aspects that influence customers' behavior once they have adopted mobile commerce, such as satisfaction, trust, and loyalty.

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