
M-Commerce (Mobile Commerce)

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M-Commerce

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.

Applications of M-Commerce

M-commerce applications can be broadly categorized into two,

- Business-to-Consumer (B2C).
- Business-to-Business (B2B).

Business-to-Consumer Applications (B2C)

Business-to-Consumer is a form of commerce in which products or services are sold by a business firm to a consumer.

- Advertising
- Comparison shopping
- Information about a product
- Mobile Ticketing
- Loyalty and payment service
- Interactive advertisements
- Catalogue shopping

Business-to-Consumer Applications (B2C)

❖ Advertising

- Location based advertising.
- Purchase track will give you the information about future buy's of same customer.

❖ Comparison shopping

- Pricing analysis with different shops.
- Feature analysis with different products and brands.
- Quality of service can be improved by customers reviews.

❖ Information about a product

- Consumers can know more about what they buy.
- Pharmacy and dosage information about the trucks.

Business-to-Consumer Applications (B2C)

❖ Mobile Ticketing

- We can buy M-Tickets using credit cards.
- Purchase confirmation can be sent through SMS or e-mail.
- Train, Movie, Bus, etc.

❖ Loyalty and payment services

- Payback cards
- Points will be generated according to the user buy's.
- According to points user earns they may avail special gifts

❖ Interactive advertisements

- Offers through the TV and Teleshopping

❖ Catalogue shopping

- Direct buy using direct link sent by company.

Business-to-Business Applications (B2B)

- ❖ Ordering and delivery confirmation
 - Mobile phones can be used by the dealers to order products.
 - Mobile phones can be used to gather information about the status of consignments during the transport and delivery process.
 - Realtime consignment tracking.
- ❖ Stock tracking and control
 - Mobile tracking can be connected with inventory of store.
 - It can track warehouse status.
- ❖ Supply Chain Management (SCM).
- ❖ Mobile inventory management.