

Mobile Commerce: Economic, Technological and Social Consideration

Mobile commerce, also called e-commerce or electronic commerce includes any cash transaction that is completed using a mobile device.

It's an advance in e-commerce that enables people to buy and sell goods or services from almost anywhere, simply by using a mobile phone or tablet.

Mobile commerce is founded on the increasing dependence of e-commerce. The rapid growth of mobile commerce is due to a number of positive factors, including the demand for applications from an increasing base of mobile consumers; the rapid adoption of online commerce, thanks to the solution of security issues; and the technological advancement that has given wireless mobile devices advanced capabilities and great computing power.

It has also acted as a catalyst for new industries and services, or has helped existing industries grow, including:

- Transfer money via mobile phone.
- Electronic tickets and boarding passes.
- Purchase and delivery of digital content.
- Mobile banking.
- Non-contact and in-app payments.
- GPS services.
- Mobile marketing, coupons and loyalty cards.

Types of mobile commerce

1. Mobile shopping.

Mostly similar to e-commerce, but can be accessed via a mobile device. Mobile shopping is now possible through mobile optimized websites, custom apps and even social media platforms.

2. Mobile banking.

It is not much different from online banking, although you may find some types of transactions limited or restricted on mobile devices. Mobile banking typically includes a dedicated app, although some banks have begun trying to use automated chat and messaging apps.

3. Mobile payments.

There are many different mobile payment options that we have chosen to cover in more detail in this article. As a business owner and user of Big Commerce, your exposure and interest in mobile commerce will be mostly related to shopping and payments, which the rest of this article will focus on.

Advantages of M Commerce

1. It creates a global customer base.

As long as the individual has a mobile device, cellular connection or internet connection, he is a potential customer for any e-commerce platform. People can shop anywhere they are with e-commerce. This makes them convenient for companies because they provide consumer information wherever they are. It is suitable for the customer because they can buy the items according to a schedule that suits them. For buyers and sellers, it is easy to reach each other using this platform.

2. It creates more access to user data.

The apps have revolutionized how to connect the mobile world with future customers. Flurry, an app analytics provider, has discovered that 86% of all uses of mobile phone activities come from apps. More than two hours of time spent daily on a mobile device is spent on an app. By submitting an application to the e-commerce market, companies can access more user data. This makes it easy to market future goods or services to everyone, which creates more opportunities for repeat sales.

3. It provides easier inventory management.

When you have an e-commerce presence, you can still maintain lower inventory levels for the goods you sell. You will still not encounter cases of late orders because you can always know what is available when there is a product database. You can also get specific items only when purchased from a mobile device, which reduces the need to carry certain types of stock.

4. It allows you to scale a business very quickly.

When you have an e-commerce presence, you can quickly expand your business to meet your current needs. You can add money to your advertising budget when you see that the campaign is performing well. You don't need to worry about adding a new space or warehouse shoppers because everything is available online. If you use drop shipping, you won't even need to produce new products or services for your store, allowing you to grow quickly.

5. It provides a platform for large order processing.

E-commerce allows you to accept multiple orders simultaneously throughout the day. You are not obligated to direct customers via a physical time-consuming payment line. The customer can log into your platform, find what he wants, and then check out at the right time for them. If the platform is operating as it should, the wait time is measured in seconds.

Disadvantages of M Commerce

1. It requires technology access.

If a customer doesn't have a mobile device, it won't be part of the e-commerce experience that a business provides. Even if the mobile device is owned, it must be able to retrieve company information, provide product or service information, and send a sales order for it to be a successful experience. If an app is used, it must be downloaded and upgraded to provide access to information.

2. It offers a lack of personal touch.

Despite attractive graphics, in-depth descriptions of products and consumer discounts, brands should be wary when using mobile commerce. The first impression of a website or mobile app

tends to become the basis for the remaining customer reviews. These reviews go on forever, which means companies need to get this first impression as correctly as possible. Since there is no personal touch, there are fewer opportunities to reverse a bad experience at first.

3. It requires the app or website to be working.

If you are trying to sell something through ecommerce, your runtime ratio will be a major metric. If the platform crashes or is inaccessible for some reason, you will not make any sales. Even something as simple as a temporary increase in traffic can be enough to take off some platforms. The worst case scenario should be planned here, then be prepared to take your actions immediately in case something happens.

4. It requires faith in the product.

Even with augmented reality technologies reaching the field of e-commerce, consumers cannot test most products before purchasing them on this platform. Consumers may receive the product, discover that it is not suitable for them, and therefore have no way to return it to redeem a value or alternative item. Unless there is a clear, concise and valuable return option (or bid before purchase) available to consumers, some products and services will see lower returns than they are in personal sales.

5. It is a highly competitive marketplace.

Since e-commerce creates a global marketplace, the amount of competition you have for your products or services is immense. There is a good opportunity to compete with many companies around the world that do exactly the same thing they do. Although you may be the only provider in your community, increasing sales from portable commerce can take a lot of time. Consumers should find your quality through the white noise of anyone else saying that they can do the same.