

A  
SYNOPSIS ON  
**MOBILE COMMERCE**  
WITH REFERENCE TO  
**Amphora Pvt Ltd**

IN PARTIAL FULLFILLMENT FOR THE AWARD OF  
**MASTER OF BUSINESS ADMINISTRATION**

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## ➤ Introduction:-

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as smartphones and tablets. M-commerce is a form of [e-commerce](#) that enables users to access online shopping platforms without the use of a desktop computer. Over time, content delivery through wireless devices has become faster, more secure and scalable. As a result, mobile commerce has grown rapidly.

M-commerce encompasses three major approaches to mobility and business.



Examples of m-commerce include in-app purchasing; mobile banking virtual marketplace apps, such as the Amazon mobile app; and [digital wallets](#), such as [Apple Pay](#), Google Pay and Samsung Wallet.

Examples of m-commerce use in specific industries include the following:

- **Financial services.** Mobile banking and brokerage transactions are done from mobile devices.
- **Telecommunications.** Handheld devices are used to make service changes and bill payments, and to do account reviews.
- **Service and retail.** Consumers place and pay for orders on-the-fly through online stores.
- **Information services.** Financial, sports, traffic, weather and many other news updates are accessed through mobile devices.



# ❖ Objectives Of The Study:-

Mobile commerce (m-commerce) refers to the buying and selling of goods and services through mobile devices, such as smartphones and tablets. The objectives of mobile commerce can vary depending on the specific goals of the business or organization, but some common objectives include:

- **To Increase sales:** One of the primary objectives of mobile commerce is to increase sales by making it easier for customers to make purchases from anywhere, at any time.
- **To Enhance customer engagement:** Mobile commerce can also help businesses to enhance customer engagement by providing a more personalized and interactive shopping experience through mobile apps and other mobile-optimized platforms.
- **To Improve customer experience:** Mobile commerce can improve the customer experience by making it more convenient and efficient for customers to find and purchase products and services.
- **To Expand customer reach:** Mobile commerce can also help businesses to expand their customer reach by targeting mobile users who may not be reached through traditional marketing channels.
- **To Increase customer loyalty:** By providing a seamless and convenient mobile shopping experience, businesses can increase customer loyalty and encourage repeat purchases.
- **To Gather customer data:** Mobile commerce can also be used to gather valuable customer data, such as shopping habits, preferences, and location data, which can be used to improve marketing strategies and personalize the customer experience.

Overall, the objectives of mobile commerce are to provide a seamless and convenient shopping experience for customers, increase sales and customer loyalty, and gather valuable customer data to improve marketing strategies.

# ❖ ADVANTAGES OF M-COMMERCE:-

- 1. Convenience:** Mobile commerce enables customers to shop and make purchases anytime and anywhere using their mobile devices. This is convenient for customers who are always on the go and don't have the time to visit physical stores.
- 2. Personalization:** Mobile commerce enables retailers to personalize their offerings and promotions based on customer behavior and preferences. This makes the shopping experience more engaging and relevant for customers.
- 3. Cost-effective:** Mobile commerce is a cost-effective way for retailers to reach a large audience without the overhead costs associated with physical stores.
- 4. Increased customer engagement:** Mobile commerce enables retailers to engage with customers in real-time through push notifications, personalized offers, and mobile loyalty programs.
- 5. Increased sales:** Mobile commerce can lead to increased sales for retailers, as customers are more likely to make impulse purchases on their mobile devices.
- 6. Improved customer experience:** Mobile commerce offers a seamless and intuitive shopping experience for customers, which can improve customer satisfaction and loyalty.
- 7. Competitive advantage:** Mobile commerce can give retailers a competitive





Year 2019 to till now the usage of mobile as been rapidly grow due to online classes and work from home jobs

# ❖ LIMITATIONS OF THE STUDY:-

There are also some disadvantages to consider:

- 1. Security concerns:** Mobile devices are more vulnerable to security threats such as hacking and data breaches, which can put customers' sensitive information at risk.
- 2. Limited screen size:** The limited screen size of mobile devices can make it difficult for customers to browse and view products, especially for more complex products.
- 3. Connectivity issues:** Mobile commerce relies on a stable internet connection, which can be a challenge in areas with poor or unreliable network coverage.
- 4. Technical compatibility:** Mobile commerce may not be compatible with older mobile devices or operating systems, which can limit its accessibility for some customers.
- 5. Reduced customer service:** Mobile commerce may not offer the same level of customer service as physical stores, as customers may not have access to in-person assistance.
- 6. Lack of physical interaction:** Mobile commerce does not offer the same physical interaction and sensory experience as physical stores, which can limit customers' ability to fully experience products before making a purchase.
- 7. Increased competition:** The low overhead costs of mobile commerce can lead to increased competition, making it more difficult for retailers to stand out in a crowded market.





*Overusage of phone will harm to our health with lack of problems like Eye sight,less sleep,radiation etc... So use wisely...*



Thank you

Use Your Mobile Wisely 😊