

## **Growth And Impact Of M-Commerce On Indian Economy: A Case Study**

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### **Abstract**

Mobile trade and M-commerce draw significant attention in modern times and are a motto in India. M-commerce academics and researchers are planning to change the business environment with new developments in broadband and web technologies. With the growing number of mobile users, India is currently the second biggest smartphone market next to China. This provides entrepreneurs with a broad arena. By using secondary data, this article attempts to explain the dispersion of variables affecting growth and acceptance in the Indian environment of m-commerce and the shift from e-commerce to m-commerce. This study also looks at the benefits and disadvantages of m-commerce for Indian actors. This study may contribute to the existing literature. It has important implications for marketers and academics alike.

**Keywords:** m-commerce-commerce, Trends, CET

### **I.INTRODUCTION**

Mobile Commerce means all purchases, i.e. the purchase, delivery and payment of products via a mobile phone. M-commerce The device or wireless deviation utilized for transactions is easy to deduce, as its name implies. As the extended mobile e-commerce version, customers may purchase and shop things via internet connection. All wireless gadgets like mobile phones and digital personal helpers are available for you (PDAs). M-commerce has been affected most by the widespread usage of developing wireless application Protocol mobile telephones (WAP). The time it takes Bluetooth and online internet connection to shop shortened. These projects let you purchase and sell a range of goods, including online banking, payment of accounts, pickup and delivery. The simplicity and ease of use provided by m-Commerce ultimately satisfy many customers who prefer to buy on their mobile devices. Many additional consumers praise M-commerce, which provides a wide range of goods and offers reasonable prices in comparison to offline shops.

Convenience Mobile Commerce Many new applications and functionalities for m-commerce were introduced with increasing mobile device usage. Similarly, the use of partition

coefficients or direct connections between bank accounts contributed without even sweeping cards to payments. Thus, even when you saved time from traveling to the shops, it managed to assist you handle your money transfers without your cards. Social networking is another excellent technique to assist customers access various m-commerce sites. Customers have learnt about many other brands and businesses through other apps. Customers did easy shopping for ads across platforms like Facebook, Instagram, etc.

### **Three distinct mobile trade kinds**

Although M-commerce includes a broad range of transactions, they may all be classified as one of three types:

#### **1. Mobile purchases**

Electronics-like but mobile-accessible often. Shopping online through digital websites, specific apps and social media channels is now possible.

#### **2. Mobile banks**

Not so distant from internet banking, however, some types of transaction may be limited or confined to smartphones. Payment systems usually need a specific software, but some banks have started testing using chat bots and text apps.

#### **3. Payments for mobiles**

They are so many various digital payment options that we decided to include them in one study. The focus of visibility and participation in the motive business is on buying and payments as a corporate owner and consumer of large business.

## **II. LITERATURE REVIEW**

Pousttchi et.al launched in 2006 a model that addresses perceived usefulness, perceived ease of use, subjective stability, and the function of technological fit to impact trade acceptability. The results confirm the conclusions of the paradigm of task technology theory and technology adoption, but reject subjective protection as a motor that influences m commerce. The Chinese Fong et.al (2008) trial was conducted to accept the Chinese m firm. His findings show that, while they accepted the convenience, the Chinese did not want to purchase the MC shop. Weiet.al (2008) conducted an experiment in Malaysia to identify the reasons of m trade acceptability. The results show that key variables were linked with the purposes of consumption of utility, social effect and cost perception. Yeh and Ming Li (2009) highlighted the significance of trust in accepting m commerce and conducted an inquiry on the quality and satisfaction of establishing trust. The findings have shown that customisation, brand image and satisfaction have impacted confidence building and brand image. This leads us to think that trust is an important element in accepting the transaction. Danny Kao (2009) also underlined the importance of trust in the adoption of m trade and carried out an investigation into the question of whether a transaction trust that substantially influences m commerce intents. The findings showed that confidence in transactions has a substantial effect on consumers' desire to become m businesses. Similar tests were performed in India on variables

which contributed to retailers' adoption of MC across regions. As per the recently demonetized beautiful Rs. 500 and 1000 notes, certain factors may thus be considered for merchants' adoption of m-commerce.

**Goals:** -The main aims of this article are as follows

1. To analyse M-commerce growth and development in India
2. To analyse the significance of developing the Indian economy of the M-commerce business
3. To provide proposals to improve India's economy

### **Methodology of research**

**Types of research** - This study is measurable in the natural world. Information Collection- For this study, secondary information is utilized. The information have been taken from various Internet articles and research papers.

## **III.RISE OF M-COMMERCE: MOBILE ECOMMERCE SHOPPING STATES &TRENDS IN 2020**

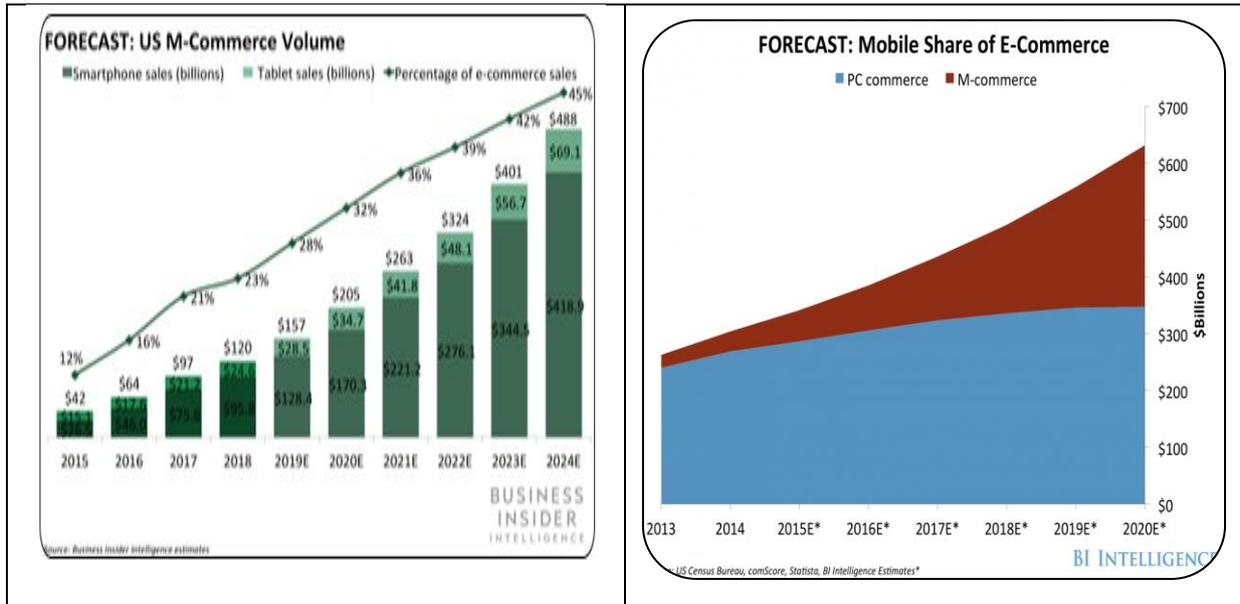
In recent years e-commerce has rapidly expanded however, because m-commerce tends to develop more often, it may not be the next true limit to buying.

### **M-commerce Size and market share**

E-commerce will grow over the next several years as much of US retail sales expands. In 2019, more than one fifth of all e-commerce entered M-commerce, more than doubling from 2015. BI Intelligence, the premium Industry Insider Analysis Service, utilized this statistics to anticipate MCs reaching \$284 trillion, or 45%, by 2020.

### **Statistics on M-commerce**

Insider Intelligence company expects m-commerce will rise from 2019 to \$488 billion, or 44 percent of e-commerce by a compound annual growth rate of 25.5 percent (CAGR). Two primary gadgets fuel the m-commerce boom: mobile phones and tablets. While the previously poor conversion rate of customer discontent has been attributed to searches on a small screen, Mobile was the driving factor behind the development of m-commerce. The US will increase to \$418.9 billion over 2024, down from \$128.4 billion in 2019. While tablets are expensive compared with smartphones for m-commerce, they also make a major contribution to M success. The Insider Intelligence Company of Commerce intends to spend \$29 billion in tablets by 2019, to \$69 billion by 2024 - an estimated CAGR of 18,9 percent.

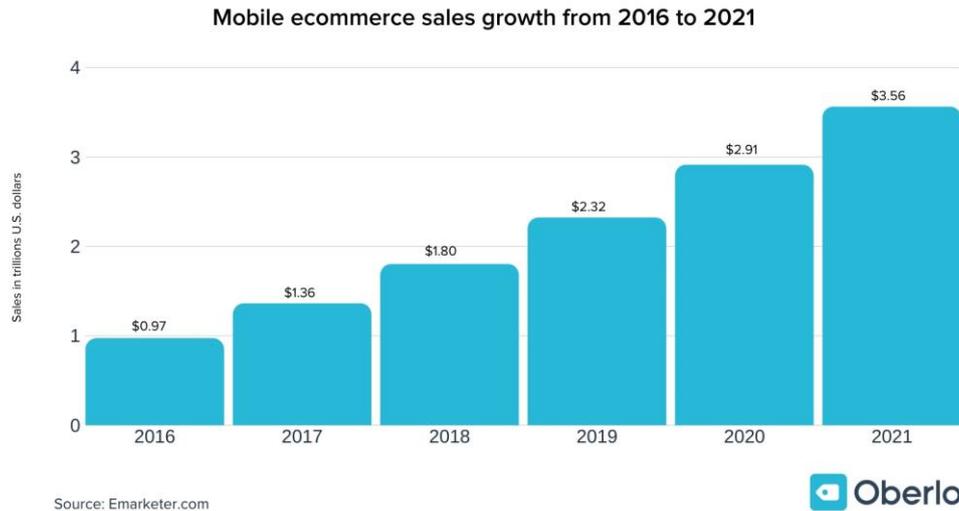


#### IV. MOBILE COMMERCE SALES IN 2020(2016-21)

Mobile revenue will reach \$2.91 billion by 2020, up 25.4 percent compared to \$2.32 trillion in 2019. The average annual growth in mobile commerce since 2016 has been 33.8%. Mobile trading earnings are already twice as high in 2019 as in 2016.

- The mobile industry will continue to expand until at least 2021; by 2021, mobile revenue is expected to increase by 22.3% to \$3.56 billion.
- There is little to indicate that mobile trade developments will stop now when mobile users are currently growing to 5,1 billion and develop according to trends.
- In 2014, the mobile Internet industry share reached at 26 percent. In 2019, the figure has increased to 48%.
- BEFORE The total e-commerce revenue proportion of mobile e-commerce increased 28.2% to 67.2% from 52.4% of the industry in 2016.
- CET This growth in electronic shopping is projected to continue at 72.9% by 2021 for almost three quarters of all e-commerce income.

Mobile purchasing is easy to show the expansion of mobile trade. The increase in the availability of mobile payment options helps mobile customers significantly. Three out of four consumers now claim to shop on their cellular devices as time is saved. All in all, though, there is still room for reform. Ninety per cent of consumers say to have improved their smartphone market experience. The two most common problems that prevent mobile purchasing are too limited pages and click connections and security questions.



### India 2016-2020 M-Commerce retail sales

Flipkart, one of India's biggest online retailers, is under tight competition. Instead of software downloads, the organization restricted access to their website from mobile devices at the end of March 2015. This was done by Myntra, a distributor of clothing and the first independent company, in the following months. The Indian Lights Festival, smartphone and internet purchasing were the strongest in the weeks preceding up to Deepavalsi. Every year, with the eco-commerce environment increasing in some way, internet buying is increasingly popular today. Three weeks before the festival, there was a rush of data in retail application and online use, presumably owing to the ease of scrolling your hands instead of a desktop or PC.

<b>M-COMMERCE REVENUE</b>	
<b>YEAR</b>	<b>REVENUE ( \$ billion)</b>
2015	6.02
2016	10.46
2017	16.81
2018	23.64
2019	30.2
2020	37.96

Mobile e-commerce in India is expected to reach about USD 38 billion by 2020. This has improved considerably since 2015, considering the global smartphone and mobile population growth rates.

## List of M-Commerce Companies in India

Online Stores	m.ebay.in
m.flipkart.com	m.jabong.com
M.yepme.com	Mobile Banking
m.hdfcbank.com	m.icicibank.com
m.onlinesbi.com	m.axisbank.com
Online Travel	m.makemytrip.com

The following list of M-commerce apps, retail apps and shopping apps businesses name them as they expand and profit. It's still a business goal for many to make it simpler for consumers to buy. One of the techniques obviously is to tap a button on a phone. Mobile applications offer consumers with shopping experiences while collecting their purchasing behaviours. Apps also provide fresh sales appeals and marketing possibilities. If you are running an enterprise/business/shop, consider investing in an application before the party is late.

## V.CONCLUSION

The business has opened up new markets through the mobile Internet. The telecommunications industry and the business community see MC as the priority for the future. There is a big difference between today's technology and what the consumer should do. The rapid growth of m-commerce in India was partly attributable to the introduction of enhanced mobile broadband technologies such as 4G 3G and better security measures such as firewalls, SSL and encrypted communications. In order to improve user experience and provide new pricing structures, M-commerce companies need move quickly. And if too many errors have occurred in the past, smartphone applications play an essential part in our lives. Mobile trade is the next big thing for Indian Online Commerce.

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