IMPACT OF M – COMMERCE ON MARKETING ORIENTATION

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ABSTRACT

This paper analyzes the potential ramifications the field of marketing and changes in the market due to the advent of Mobile commerce. It has been defined as a process of conducting commercial transaction via a “Mobile” Tele communication networks using a communication, information, and payment devices such as mobile phone or a palmtop unit. It analyzes the opportunities that various characteristics of the M-commerce model bring to the field of marketing. In particular, the paper investigates the likelihood of emergence of mall-like zones that are based both on the geographical proximity of services and goods providers and the use of mobile communication devices. Such zones have a potential of becoming the basic units for any marketing analysis of M-commerce scenarios. As M-commerce attains maturity, the zones could become the fundamental parameter in marketing evaluation.

INTRODUCTION

The advent of wireless and mobile technology has created both new opportunities and new challenges for the business community. In this paper we examine the potential impact of mobile commerce (M-commerce) on the relationship between customers and the providers of goods and services.

M-commerce can be viewed as an extension of conventional internet –based E-commerce, which adds a different mode of network and accommodates different end users. However, stating that mobile and wireless computing will dominate the internet industry. M-commerce, as defined by muller and veers, stands for conducting commercial transactions via
a “mobile” telecommunications network using a communication, information, and payment device such as a mobile phone or a palmtop unit. In a broader sense-commerce can simply be defined as exchanging products, ideas and services between mobile users and providers.

APPLICATION OF M-COMMERCE

For the last few years e-commerce has gained increasing acceptance amongst various sections of society. The reason for its growth can be traced back to technological and demographical developments, many aspects of the socio-cultural behavior in today’s world. The following list shows the areas of application of M-commerce.

COMMERCe

M-commerce help commerce in different ways, for example, consumers can buy products from a vending machine or pay a parking fee by using their cellular phones and mobile users can check their bank account and perform account balance, transfer without needing to go a bank.

EDUCATION

In education, mobile wireless technology is a recent trend and it is now becoming the hottest technology in developing higher education.

TRAVEL AND TICKETING

Tickets can be sent to mobile phones using a B-CODE technology user can use the mobile phones as a means of receiving e-tickets.

ENTERTAINMENT

It is the most popular application for the younger generation and it makes it possible to download video files, games, images at anytime and anywhere.

HEALTH CARE

The cost of health care is high and M-commerce can help to reduce it. By using M-commerce physicians and nurse can remotely access and update patient records immediately,
this improves efficiency and reduces administrative overheads and enhances overall service quality.

INVENTORY TRACKING AND DESPATCHING

M-commerce allows a business to keep track of its mobile inventory and make time-definite deliveries, thus improving customer services, reducing inventory and enhancing a competitive edge of a company.

TRAFFIC

Using the M-commerce technology, the user can easily improve the flow of traffic in many ways such as giving direction, advising on the current status of traffic in the area, to monitor and control the traffic etc.

OTHER PRODUCTS AND SERVICES AVAILABLE

It includes mobile transfer, mobile ATM, mobile vouchers, coupons and loyalty cards, location based services, content purchase and delivery, information services, mobile banking, mobile brokerage, mobile browsing, auctions etc.

CHARACTERISTICS

The term mobile and wireless are often thought of as synonyms, but this is not always entirely accurate. The mobile user does not necessarily need to use wireless interfaces and wireless interfaces do not necessarily support mobility.

A mobile network is characterized by two main capabilities

1. It is the ability to maintain communication between non–static locations’

2. The capability to keep track of the location.

The technologies that satisfy these criteria are progressing at an amazing pace in the form of Wireless Local Area Networks (WLANs), Satellite based Networks, Wireless Local
Loops(WLL), Mobile Internet Protocol(IP), and wireless Asynchronous Transfer Mode (ATM) networks

PROMOTIONAL UTILITY

As an aftermath effect, the formation of zones and high level of personalization could make M-commerce an ideal tool of promotional utility. It is highly probable that personalized promotion efforts could materialize into more successful market conversations.

Since promotional messages to customers will be based on their respective coordinates, this wireless advertisement could be considered as billboards on the top of the stores, which are visible only when you step into that particular zone. With the communication of tracking ability and high level of personalization, M-commerce promotions can guide the target customer to the doorstep of the store, an attribute absent in traditional promotional efforts.

BENEFITS OF M-COMMERCE

By utilizing mobile commerce the user is simply, at every place and timetable to access his own data’s-commerce has many important advantages to consumers.

(a) Context-Specific services

M-commerce make it possible to offer location based services, which are specific to a given context (ex-Time of the day, location and interest of the user)

(b) Time-Critical situations

The immediacy of M-commerce allows users to perform urgent task in an efficient manner irrespective of his geographical locations.

(c) Spontaneous decision and need

Spontaneous need is not externally triggered and generally involved decisions that do not require a very careful consideration.

(d) Efficiency Increase
M-commerce helps to increase the productivity of the work force by increasing the efficiency of their daily routines.

LIMITATIONS OF M-COMMERCE

Despite the fact that the use of M-commerce is growing rapidly, there are still limitations that cause limited use of M-commerce. Some of the limitations are:

1. Wireless internet service is still relatively expensive.
2. Limited band with restrict data that can be sent.
3. Small screens make it difficult to browse the web.
4. Wireless devices have smaller memory capacity.
5. Wireless devices have less powerful processors.

CONCLUSION

This chapter can be analyzed and described a conceptual framework for the progression of the initial stages of M-commerce, with special emphasis on how the target market may change as the technology attains maturity. Recently a rapid changing environment, where about 500 million subscribers have moved to different forms of wireless technology to acquire mobility and to achieve quick communication network. At the same time technology and electrical and digital papers are indicating the wireless communication as a way of life. Finally, this will give us a basis to evaluate the predicted trends using empirical observations, and to validate the model.