

Impact of M (Mobile) Commerce Applications and Romance on Consumers

Dr. Katta Ravindra

School of Management and Accounting, College of Business and Economics

Hawassa University, Hawassa, Ethiopia, East Africa

Mobile: 251 933595174, e mail: ravindra_katta@yahoo.com

INTRODUCTION

ABSTRACT-M-Commerce is a darling of the markets. In today's market, consumers are living different bedrocks like Globalization, digitalization and retaliations and cyber democracy. In cyber democracy wire marketing is disappeared and wireless marketing is aroused it is nothing but M Commerce romance. M Commerce romance is strongly seated in the minds of the consumers especially in youth minds. M Commerce becomes a vehicle of growth engine for all over the world. The use of wireless technologies to provide convenient personalized and location-based services to your customers, employees and partners. The philosophy of M- Commerce one to one strategy. Globally everyone is excited and M-Commerce is emerging to be terrific way for consumer to buy. The entire searching, comparing (both items and price) and buying process is reasonably seamless, confidential, at your own time and convenient, you don't have visit shop or store, you don't have stand in checkout counters, and you don't have travel long distance for shopping. You can do shopping when you want (24X7) and no worry about timings and tune into customer sentiment

Key Words: Mobile, M-Commerce, M-Commerce romance, Applications, consumers, providers, Smartphones.

The author intentions is creating awareness on M-Commerce and alert the consumers M-Commerce is a darling of the markets. In today's market, consumers are living different bedrocks like Globalization, digitalization and retaliations and cyber democracy. In cyber democracy wire marketing is disappeared and wireless marketing is aroused it is nothing but M Commerce romance. M Commerce romance is strongly seated in the minds of the consumers especially in youth minds. Due to this consumers are enjoying social commerce. In the new age market , Mobile commerce provided retailing romance, big choice and consumer don't want today zone products they want tomorrow zone products. Traditional economy revolved around manufacturing and product standardization but new age economy revolves around M commerce romance. It has been creating amazing and dazzling market. Mobile commerce is in the process of bringing a major change in the world business scenario and transforming the world into a global village business. M-Commerce has, thus, emerged as the major contributor of economic development both in terms of employment generation, as well as, the foreign exchange earner and also revenue contribution. M-commerce reached nook and

corner of the world it penetration in all economic area like banking, insurance, transportation, aviation, hospitality, medicines, health care and agriculture. So M Commerce becomes a vehicle of growth engine for all over the world. Wal-Mart estimated 40 per cent of all visits to their internet shopping site in Dec 2012 was from a mobile device. Bank of America predicts \$67.1 billion in purchase will be made from mobile device by European and US shopper in 2015. Walmart estimated 40 per cent of all visits to their internet shopping site in Dec 2012 were from a mobile device. Bank of America predicts \$67.1 billion in purchase will be made from mobile device by European and US shopper in 2015. Walmart estimated 40 per cent of all visits to their internet shopping site in Dec 2012 was from a mobile device. Bank of America predicts \$67.1 billion in purchase will be made from mobile device by European and US shopper in 2015. Today M-Commerce is of the very essence of business democracy. M-Commerce romance provided Luxury's market and consumers are enjoying great choice and luxury's products. Typical examples of m-commerce are: Purchasing airline tickets, Purchasing movie tickets, Restaurant booking and reservation and Hotel booking and reservation

Mobility is a fantastic facility possessed by man that helps him to explore the places and thus have been playing a pivotal role in man's life from immemorial-Commerce is to provide universal connectivity and increase the efficiency, productivity, services in all business areas. The use of wireless technologies to provide convenient personalized and location-based services to your customers, employees and partners." (Mobil city) Attracting players from all economic sectors from technology, finance, retail, media, all anticipating that m-commerce will increase customer acquisition and retention and generate new revenue opportunities.

THE PHILOSOPHY OF M-COMMERCE ROMANCE

It was following One to One strategy. Globally everyone is excited and M-Commerce is emerging to be terrific way for consumer to buy. The entire searching, comparing (both items and price) and buying process is reasonably seamless, confidential, at your own time and convenient, you don't have visit shop or store, you don't have stand in checkout counters, you don't have travel long distance for shopping. You can do shopping when you want (24X7) and no worry about timings and tune into customer sentiment. Good examples are Brazilian lingerie and Guatemalan Bananas on net. M-Commerce is consumers business (people) it takes consumers to conceive and create great choice and takes them to trust the ability of those consumers to deliver and by products. M-Commerce romance helps one to send and receive business information any time any place anywhere and any business information and make one to keep up the pace in this breakneck competition. M-Commerce is experiencing change against the virtual services while conventional processes such as hopping and product. At the same time, M-Commerce emphasis on 4A's: Applicability, Availability, Affordability and Affinity.

What is M-Commerce?

Here I am presenting few definitions about M-commerce.

M-Commerce was originally coined in 10 November 1997 in London. M.-Commerce means "the delivery of electronic commerce capabilities directly into the consumers' hand, anywhere, via wireless technology" In New Age Marketing, M-Commerce means "A retail outlet is your costumer pocket".

"Mobile Info .com's Definition

MobileInfo.com defines is closer to that of Ovum. We define m-commerce as "any electronic transaction or information interaction conducted using a mobile device and mobile networks (wireless or switched public network) that leads to transfer of real or perceived value in exchange for information, services or goods.

Multiple Definitions

There is no precise definition for mobile commerce or mobile e-commerce. Every analyst, vendor and trade magazine appears to have a slightly different interpretation of the term and they have own perception In fact, there appears to be a consensus now on the meaning of its big brother "e-commerce or e-business" which came first.

M-Commerce is the use of mobile devices to communicate, inform transact and entertain using text and data via a connection to public and private networks." (Lehman Brothers)

According to J.P. Morgan, "Business-to-consumer transactions conducted from a mobile device." ()

"E-Commerce over mobile devices." (Robinson-Humphreys)

According to Durlacher "Mobile Commerce refers to any transaction with monetary value that is conducted via a mobile telecommunications network."

M-Commerce versus E-Commerce

It is the time to know the difference between M-commerce and E- Commerce.

Frequently m-commerce is represented as a "subset of all e-commerce" thus implying that any e-commerce site could and should be made available from a wireless device. We believe that such conclusions are miss-

leading. M-commerce should be recognized as a unique business opportunity with its own unique characteristics and functions, not just an extension of an organization’s Internet-based e-commerce channel. Of course there are similarities between e-commerce and m-commerce from being able to purchase a product or service in a "virtual" vs. a build and mortar environment. Table 1, shows difference between E-Commerce and M-Commerce. (E-Commerce Vs M-Commerce).

**Table 1
E-Commerce Vs M-Commerce**

Technology	E-Commerce	M-Commerce
Device	PC	Smartphones, pagers, PDAs,
Operating System	Windows, Unix, Linux	Symbian (EPOC), PalmOS, Pocket PC, proprietary platforms.
Presentation Standards	HTML	HTML, WML, HDML, i-Mode
Browser	Microsoft Explorer, Netscape	Phone.com UP Browser, Nokia browser, MS Mobile Explorer and other micro browsers
Bearer Networks	TCP/IP & Fixed Wire line Internet	GSM, GSM/GPRS, TDMA, CDMA, CDPD, paging networks

Source : www.netlingo.com

Chief Characteristics of Wireless (M-

Commerce)

Ubiquity: The use of wireless device enables the user to receive information and conduct transactions anywhere, at anytime.

Accessibility: Mobile device enables the user to be contacted at virtually any time and any place. The user also has the choice to limit their accessibility to particular persons or times.

Convenience: The portability of the wireless device and its functions from storing data to access to information or persons.

Localization: The emergence of location-specific based applications will enable the user to receive relevant information on which to act.

Instant Connectivity (2.5G): Instant connectivity or "always on" is becoming more prevalent with the emergence of 2.5 G networks, GPRS or EDGE. Users of 2.5 G services will benefit from easier and faster access to the Internet.

Personalization: The combination of localization and personalization will create a new channel/business opportunity for reaching and attracting customers. Personalization will take the form of customized information, meeting the users' preferences, followed by payment mechanisms that allow for personal information to be stored, eliminating the need to enter credit card information for each transaction.

Time Sensitivity – Access to real-time information such as a stock quote that can be acted upon immediately or a sale at a local boutique.

REASONS FOR GROWTH OF M-**COMMERCE ROMANCE**

1. Exponential growth of consumer interest and adoption of the internet and e-commerce.
2. Rapid growth in mobile telephony. However, consumer voice becomes a commodity.
3. The unique features of the Mobile phones and electronic gadgets.
4. Government encouragement and every country flagship programmes is ICT Information, Communication and Technology)
5. Cost of entry into mobile e-commerce is low for most entrants.
6. Growth in mobile subscription.
7. Guilt and disposable income is increasing
8. Busy culture.
9. Handset Culture
10. No need for PC
11. Wide spread of availability of devices.
12. Meta Services
13. B2B(Business to Business and B2C(Business to Customer)

MOBILE COMMERCE

M-Commerce server developed in late Kevin Duffey. The First book to cover M-Commerce was Tomi Ahonen's M-Profits in 2002. The world market has recognized the power of M-Commerce romance, as The First University short course to discuss on M-Commerce at the University of Oxford in 2003. A recent survey states that 2012, 41% of smart phone customers have purchased retail products with their mobile devices. M-Commerce is done with the help of electronic communication equipment such as smart phone and Personal Digital Assistant. Smart phones are internet-enabled cell phones that can support mobile applications. These phones with a brain are becoming standard devices. PDAs and cellular phones have become so popular that many business are

beginning to use mobile commerce. Wireless Application Protocol (WAP) is the technology that offers Internet browsing from wireless devices. GPS is very popular it is a satellite used tracking system that enables determination of a device's locations. In order to exploit the potential mobile commerce market, mobile phone manufacturers such as Nokia, Ericsson, Motorola, and Qualcomm are working with carriers such as AT&T Wireless and Sprint to developed WAP-enabled smart phones. Smart phones offer fax, e-mail, and phone capabilities. SIM-based Near Field Communication (NFC) makes your smart phone even smarter. It offers payment, ticketing, and coping on one device. No wonder its popularity is exploding the globe, Table 3 row shows the Potential frowing. M-Commerce led thousands of entrepreneurs to lunch M- Business. Mobile commerce romance was revolutionizing marketing. In this connection we will remember the Jim Messina "Smart phones invited in the middle of 2008 campaign, all this has revolutionized how we do politics, Steve Jobs, head of Apple, had said to me that people will do everything from their smart phone- he was right, so we built a campaign that changed the way you do politics" Jim Messian, Campaign manager for Obama's 2012 reelection campaign."Since the launch of the iPhone , mobile commerce has moved away from SMS systems and into actual applications. SMS has significant security

vulnerabilities and congestion problems, even though it is widely available and accessible. Brick and mortar owners, and big-box retailers in particular, have made an effort to take advantage of mobile commerce by utilizing a number of mobile capabilities such as location based services barcode scanning, and push notifications to improve the customer experience of shopping in physical stores. The Google Wallet Mobile also lunched in the Month of September 2011. Table 3 shows, total value of global mobile payments predicted by 2017.

NOKIA , under its life tools services offers service to the marketers, the user has to pay for SMS 60/- per month for agricultural an Rs 30/- for health education . NOKIA partnered with NABARD and vegetable and fruit promotion council in Kerala to improve yields and income fro farmers. The M-Commerce industry that is vastly dominated by travel actually has hundreds of service oriented sites going every day. M-Commerce tech platform that helps retailers put up online store in quick time. The online store brings, in at least 10 per cent extra sales and 15-20 per cent extra profits. Recently twitter launches' pay by tweet' services, partnership with American express. Adopting SIM-based NFC globally will also ensure economies of scale and interoperability, enabling people around the world to benefit from NFC services, regardless of their operator network or device type.

Table 2
Potential is Growing

50% proportion of all smartphones NFC enabled by 2015	50 % + Proportion of spending put through Visa in Europe in 2020 via mobile device	
80% Proportion of new point of Sales (PoS) terminal shipped in 2016 that support by2016		100k+ Number of contactless enabled PoS in the UK

Impact of M (Mobile) Commerce Applications and Romance on Consumers

1bn Number of SIM-based NFC handsets that will be sold by 2016	\$50bn Value of transactions these handsets will support by2016	
15bn Number of NFC tickets delivered to mobile devices worldwide by 2014	300m Number of NFC smartphones, tablets and eReaders that will be sold in 3013	600k+number contactless enabled PoS in China

\$1.3 trillion

Total value of global mobile payments predicted by 2017

Source: ABI: Juniper,2011;Visa.Jan2012; deloitte,Jan2012;Cartner,March2012;juniper, August2012;NFC Times, June 2012;UK Cards Association, September 2012.

MOBILE COMMERCE AND ITS APPLICATIONS

Fusion technology and its integration played a great role in all business dimensions.

M- Banking

First Mobile phone based banking service was launched in 1997 by Merita Bank of Finland viewed SMS .Almost throughout the world mobile financial applications implementing by the banks even Kenney also implementing the mobile financial applications. Europe, the USA and Asia, a large number of banks offer mobile access to financial and account information. Consumer knowing their account balance through their handsets .Japan Net Bank allows customers to pay for goods and services from their mobiles.

Mobile Money Transfer

In Kenya money transfer is mainly done through the use of mobile phones. This was an initiative of a multimillion shillings company in Kenya. Mobile money transfer

services in Kenya are now provided an (ZAP). the oldest has and is now generally used to refer to mobile money transfer services even by other companies other than.

Mobile ATM

With the introduction of mobile money services for the unbanked, operators are now looking for efficient ways to roll out and manage distribution networks that can support cash-in and cash-out. Unlike traditional ATM Mobile ATM have been specially engineered to connect to mobile money platforms and provide bank grade ATM quality. In Hungary, Vodafone allows cash or bank card payments of monthly phone bills The Hungarian market is one where direct debits are not standard practice, so the facility eases the burden of queuing for the postpaid half of Vodafone's subscriber base in Hungary.

Mobile Vouchers, Coupons and Loyalty Cards

Mobile ticketing technology can also be used for the distribution of vouchers, coupons, and loyalty cards. These items are represented by

Impact of M (Mobile) Commerce Applications and Romance on Consumers

a virtual token that is sent to the mobile phone. A customer presenting a mobile phone with one of these tokens at the point of sales receives the same benefits as if they had the traditional token..

Content Purchase And Delivery

Currently, mobile content purchase and delivery mainly consists of the sale of ringtones, wallpapers, and games for mobile phones. The convergence of mobile phones, portable audio players, and video players into a single device is increasing the purchase and delivery of full-length music tracks and video. The download speeds available with 4G networks make it possible to buy a movie on a mobile device in a couple of seconds.

Location-Based Services

The location of the mobile phone user is an important piece of information used during mobile commerce or m-commerce transactions. Knowing the location of the user allows for location based services such as:

1. Local discount offers
2. Local weather
3. Tracking and monitoring of people

Information services

A wide variety of information services can be delivered to mobile phone users in much the same way as it is delivered to PCs. These services include:

1. News
2. Stock quotes
3. Sports scores
4. Financial records
5. Traffic reporting

Customized traffic information, based on a user's actual travel patterns, can be sent to a

mobile device. This customized data is more useful than a generic traffic-report broadcast, but was impractical before the invention of modern mobile devices due to the bandwidth requirements.

Mobile brokerage

Stock market services offered via mobile devices have also become more popular and are known as Mobile Brokerage. They allow the subscriber to react to market developments in a timely fashion and irrespective of their physical location.

Auctions

Over the past three years¹ mobile reverse auction solutions have grown in popularity. Unlike traditional auctions, the reverse auction (or low-bid auction) bills the consumer's phone each time they place a bid. Many mobile SMS commerce solutions rely on a one-time purchase or one-time subscription; however, reverse auctions offer a high return for the mobile vendor as they require the consumer to make multiple transactions over a long period of time.

Mobile- Organizations

Companies can potentially raise the productivity of 20-25 percent knowledge workers by an estimated through electronic communications and evaluating performance regarding employees efficiency.

Create Targeted Communication

Using the information that a customer provides in the registration form, and by placing cookies on the customer's computer, an ecommerce merchant can access a lot of information about its customers. This, in turn, can be used to communicate relevant messages. An example: If you are searching for a certain product on Amazon.com, you

will automatically be shown listings of other similar products. In addition, Amazon.com may also email you about related products.

MOBILE CONSUMER AND PERSONAL APPLICATIONS

Eliminate Travel Time and Cost

It is not unusual for customers to travel long distances to reach their preferred physical store. Ecommerce allows them to visit the same store virtually, with a few mouse clicks.

E-Mails: there are about 3.6 billion e mail accounts world-wide this is an unfortunate reality because, on average, each individual sends/ receives 115 emails per day.

Provide Comparison Shopping

Ecommerce facilitates comparison shopping. There are several online services that allow customers to browse multiple ecommerce merchants and find the best prices.

Enable Deals, Bargains, Coupons, and Group Buying

Though there are physical equivalents to deals, bargains, coupons, and group buying, online shopping makes it much more convenient. For instance if a customer has a deep discount coupon for turkey at one physical store and toilet paper at another, she may find it infeasible to avail of both discounts. But the customer could do that online with a few mouse-clicks.

Mobile Games

In the handset segment is the gaming market. Nintendo has been longtime pioneer leader. Considering the market potential, All mobile makers entered into the gaming world. Mobile applications firms Coruscant Tec tied up with UK based ADLM Ltd, which is the

holding company for leading online casinos, to develop and distribute casino-based mobile games in India and cross the globe. The first game 'Black Jack World Championship' available to Indian and international cell operators. SMS games are played by sending messages to the phone number of the game provider's server, which in turn uses the message to perform some computations, and returns a message to the players with the results. The various quiz programmes also telecast by the Star world channels.

Mobile Entertainment: Music, Pictures and Video

Online music service, Spotify, has announced that it now has one million paying subscribers across Europe. The Anglo-Swedish company has 6.7 million users, the majority of who use a free service subsidized by advertisement. The company announced on its website's blog: "It seems like only yesterday we were hatching ideas for a new music service in a tiny office-cum-apartment with a broken coffee machine. So it's with a sense of real pride and extent that we can announce a new milestone today, having welcome our millionth paying subscribers to the service. The Availability of portable MP3 players has led to the development of music devices integrated with mobile phones. All handset vendors offer MP3 phones, including NOKIA, SAMSUNG AND ERISCION. The software enables content to be captured by the mobile phone, viewed via streaming video and shared via messaging and e-mail. At present mobile devices support the downloading and real-time playback of audio and video clips. The US based Packet Video Corporation is a pioneer in this area. Mobile Marketing is all to do with Mobile Entertainment.

OTHER SERVICES FOR CONSUMERS

In M-Commerce romance, consumer are enjoying 3Ws and One V (Woo, Win, Wow

and Vow)Firs Coca-Cola vending machine accepted a payment via SMS text message.

Create Markets for Niche Products

Buyers and sellers of niche products can find it difficult to locate each other in the physical world. Online, it is only a matter of the customer searching for the product in a search engine. One example could be purchase of obsolete parts. Instead of trashing older equipment for lack of spares, today we can locate parts online with great ease.

Locate the Product Quicker

It is no longer about pushing a shopping cart to the correct aisle, or scouting for the desired product. On an ecommerce website, customers can click through intuitive navigation or use a search box to immediately narrow down their product search. Some websites remember customer preferences and shopping lists to facilitate repeat purchase.

Lower Costs

One of the most tangible positives of ecommerce is the lowered cost. A part of these lowered costs could be passed on to customers in the form of discounted prices. Here are some of the ways that costs can be reduced with ecommerce:

Remain Open All the Time

Store timings are now 24/7/365. Ecommerce websites can run all the time. From the merchant's point of view, this increases the number of orders they receive. From the customer's point of view, an "always open" store is more convenient.

Provide Abundant Information

There are limitations to the amount of information that can be displayed in a physical store. It is difficult to equip employees to respond to customers who require information across product lines. Ecommerce websites can make additional information easily available to customers. Most of this information is provided by vendors, and does not cost anything to create or maintain

Mobile ticketing

In India context point of view, E.-commerce growth trends depend on category some categories such online ticketing are big on growth and percolation. The IRCTC is a classic example cinema theater adds a Rs20/- "Convenience charges" on e-ticket, it bites a bit more than it must. Mobile-commerce-related services spread rapidly in early 2000. Norway launched mobile parking payments. Austria offered train ticketing via mobile device. Japan offered mobile purchases of airline tickets. Tickets can be sent to mobile phones using a variety of technologies. Users are then able to use their tickets immediately, by presenting their mobile phone at the ticket check.

Mobile purchase

Catalog Merchants can accept orders from customers electronically, via the customer's mobile device. In some cases, the merchant may even deliver the catalog electronically, rather than mailing a paper catalog to the customer. Some merchants provide Mobile websites that are customized for the smaller screen and limited user interface of a mobile device.

In-Application Mobile Phone Payments

It is hoped that mobile payments will have a more successful launch in the country in 2013. Last month, Vodafone – the second-

largest mobile phone providers in India – announced that they would be launching their mobile payment service ‘M-Pesa’ nationwide. This was following a successful trial period in 2012 in an area just outside of Jaipur. The service allows users to store money on their phones, and then use the devices to make purchases, transfer money to others and pay bills. It can also be extremely useful for the migrant population who work within the cities and need to send money back to smaller villages.

Payments can be made directly inside of an application running on a popular smart phone operating system, such as Google Android. Analyst firm Gartner expects in-application purchases to drive 41 percent of app store (also referred to as mobile software distribution platforms) revenue in 2016. In-app purchases can be used to buy virtual goods new and other mobile content and is ultimately billed by mobile carriers rather than the app stores themselves. Ericsson’s IPX mobile commerce system is used by 120 mobile carriers to offer payment options such as try-before-you-buy, rentals and subscriptions.

Mobile Marketing And Advertising And Content –Providing

In the context of mobile commerce, **mobile marketing** refers to marketing sent to mobile devices. Companies have reported that they see better response from mobile marketing campaigns than from traditional campaigns. Mobile campaigns must be based on the global Content Generational what is called Generation C and four other 'C's: Creativity, Casual Collapse, Control, and Celebrity. As a result, successful mobile commerce requires the development of marketing campaigns targeted to this particular market segment.

U.K .e-commerce gains 16% in March. And mobile sales jump by 243%, a new report says .U.S. Internet advertising revenue

increased to \$36.6 billion in 2012, a new report from the Interactive Advertising Bureau says. The trade group also says that mobile ads accounted for 9.3% of U.S. digital advertising last year.

M-ad way: it means mobile advertising. It include: banner and contextual, Advertising, CRBI-Brand tune association (Caller Ring back tone) and MMS(Multimedia Services). With the help of this M-commerce creating romance with youth market and catch young –minded people. At the same time it provides personal touch. “Much of the growth from mobile advertising will come from small business looking to reach prospective customers when they are nearby- Said Rich Greenfield, an analyst at BTGLLC in New York

Mobile Portals

A mobile portal is a customer channel optimized for mobility that provides and services for mobile users. The services provided by these portals include news, sports, e-mail, entertainment, travel information, restaurant and event information, leisure-related strives, community services and stock trading. In 1998, the first sales of digital content as downloads to mobile phones were made possible when the first commercial downloadable ringtones were launched in Finland

Mobile- Boon for Self Help Groups

Mobile Commerce romance not only consumers and business, it gives empowerment to the women. Members of the Self Help Groups (SHGs) in the State of Andhra Pradesh taken update their records by making few clicks on their Mobile phones. Over 40,000 mobile phones gadgets with GRPS facility are being distributed one each to all villages. SHGs they are maintaining individual ledger, general ledger, and cash

book, balance sheet, attendance register, and income and expenditure records. Now they are doing all these transactions through Mobile phones.

Mobile Influence on Youth Markets

Mobile media is a rapidly changing field. New technologies, such as WiMax, act to accelerate innovation in mobile commerce. Early pioneers in mobile advertising include Vodafone, Orange, and SK telecom. "Profitability for device vendors and carriers hinges on high-end mobile devices and the accompanying killer applications," said Burchett Perennial early adopters, such as the youth market, which are the least price sensitive, as well as more open to premium mobile content and applications, must also be a key target for device vendors.

Mobile devices are heavily used in South Korea to conduct mobile commerce. Mobile companies in South Korea believed that mobile technology would become synonymous with youth life style, based on their experience with previous generations of South Koreans. "Profitability for device vendors and carriers hinges on high-end mobile devices and the accompanying killer applications," said .If you want all these applications effectively we should focus on three words: "Clarity, Speed, and Reach".

MANAGING MARKETING'S TECHNOLOGY

The consumer of the digital era is often very quick decision and judgment with the help of marketing's technology. Everywhere, digital marketing assets are always available. A recent report on a study made by a prominent global technology research and advisory company highlights the increasingly large role marketing is playing technology decisions, both as a buyer and the influencer. The report says that marketing buys nearly one out of every three marketing related

technologies and services and influence the purchase around one in two.

Next-Generation Platforms

A possible solution could be to leverage a next generation business platforms – a Robot, integrated technology, services ecosystem designed to deliver marketing outcomes.

INDIA – MCR (MOBILE COMMERCE ROMANCE)

"Technology should be used for the development of the country and one's lifestyle"

It is the time to discuss about the India because India is **Soft Brand** .At present, in India 2 corers mobile subscribers are there especially type B and type C cities people preferred the phone connections...Mobile users 58.43 corers. Land line users 3.7 corers . Total phone subscribers (Wire +Wireless) 62.12 corers (details in Table 2, it is showing number of operators and number subscribers).Hon, chief Minister of Gujarat Shri, Narendrabhai Modi says Information Technology plus Indian Talent is equal to India Tomorrow (IT+IT=IT)M-Commerce romance is not new in India today. But it had tremendous resonance in the B2B business space before the dotcom bust..M-Commerce in India to day B2b and B2C Avatars-Commerce shows visible progressive growth in some key dimensions. Especially in business have taken positive from the past few years. India is shining and incredible it is exact fit for M-Commerce. About one in every two households has a mobile phone .Business definitely take to mobile marketing in rural areas as ownership of mobile phones growing (R.Shesadri, Managid Director of Anugraha Marketing).According to Business Monitor International , Indian handset makers raised their domestic market share from 1 per cent in 2007 to 15 per cent in 2010. With rising consumer confidence in buying

products and services, online, M-commerce has risen rapidly in India from Rs 8,000 corer in 2007, it is closing in on the Rs 50,000 corer mark. India Brand Name is 'SOFT BRAND' it's worth is 30 billion industries, 1.5 million people employed and 3 per cent GDP. India Marketing Evangelists playing M-Commerce romance with consumers' .M-Commerce holds immense potential for Indian economy digitalization; Globalization and deregulations are reshaped m-Commerce business landscape. India to have 400 Million 3G connections by 2015. Competition in the Indian 3G space is likely to be intense as most operators have set ambitious targets", said Joss Gillet, a senior analyst at wireless Intelligence.

In India, Mobile Commerce market landscape and its growth prospects in the coming years very fruitful and with amazing M-Commerce romance. Without a doubt, India is a country, which has a large potential market for M-Commerce. the country also has an astonishing number of mobile phone users. Of the almost 930 million people in the country who own a mobile, 44 million of these own smartphones. However, it has been reported that of the 193 technology start-ups which launched in 2012 with M-Commerce capabilities, 87 of these ended up collapsing in the first twelve months. It seems that despite the consumer demand, small businesses in particular are struggling to match the need. Table 3 shows, number of operators and their subscribers in India.

Table 3
53/100- Number of Subscribers

Name of the Operator	In the Month of March (In Laksh)	Total (In Crores)
Barati Airtel	30.0	12.76
Reliance Communications	30.1	10.24
Vodafone	36.3	10.09
BSNL	26.9	06.94
Tata Tele Services	27.9	06.59
Idea Cellular	16.8	06.38
AIRCEL	20.2	03.68

Barati Airtel	30.0	12.76
Reliance Communications	30.1	10.24
Vodafone	36.3	10.09
BSNL	26.9	06.94
Tata Tele Services	27.9	06.59
Idea Cellular	16.8	06.38
AIRCEL	20.2	03.68

Source: Eenadu News Paper, Research desk.

TechNavio's analysts forecast the Mobile Commerce market in India to grow at a CAGR of 71.06 percent over the period 2012-2016. One of the key factors contributing to this market growth is the growth in mobile subscriptions. The Mobile Commerce market in India has also been witnessing government and regulatory support. However, the data security concerns of end-users could pose a challenge to the growth of this market. The key vendors dominating this market space are Bharti Airtel Ltd., mCheck India Payment Systems Pvt. Ltd., Pay Mate India Pvt. Ltd., and State Bank of India.

CONCLUSION

At present, M-commerce romance is "Switch on-switch off" positions. However, M-Commerce romance is needed 'third eye' it means Police. M-Commerce is not a bed or roses. "We cannot build a world on lies. if there's no sincerity, there can be no communication with anyone. Mobile phones are only devices, if they don't carry love between people, they are only toys. Communication tools have made rendered

the world a global village –but people are moving far from each other there must be something wrong- Kofi Annan. Initially Mobile number portability all subscribers are very happy feel Consumer is the King but telecom regulation authority imposed rules due to Bharti Airtel has rejected 3.7 million requests, Vodafone 2.7 million and Idea cellular has refused 2.1 million request up to March 2013. Here, **“The Customer is King but where’s his kingdom”** this question is bombarding the consumers mind. There is a need to watchful always because nearly 250 million people in India continue to live below poverty line and 80 per cent of the area in the rural economy. Finally M-Commerce provided social commerce. in this connection, an effective oversight mechanism is extremely important on various macro and micro economic activities then it will incredible time to expand M-Commerce. M-Commerce is success in Kenya (especially in Banking area) and other countries where it has proven successful.

This article prepared based on different book and journals and author’s opinions

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