A Review of SWOT Analysis of M-Commerce in India

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Abstract: **Electronic medium has become the latest paradigm in the world. Mobile technology is a part of electronic medium and is the most pervasive communications technology in today's generation. There has been tremendous growth in wireless technology in the last decade. This advancement has changed people do business in mobile environment (M-Business). M-commerce is one of the biggest things that have taken the business by storm. M-Commerce is an extension of electronic commerce (E-Commerce). The term m-commerce is short for mobile commerce, and promises to allow shoppers to purchase goods and have services using mobile phones, wearable PCs, personal digital assistants and other hand held devices that have operate with Internet access. With half a billion mobile subscribers, emerging competition, innovative ways to attracts customer's way of doing business has undergone sea change by the use of mobile. Many companies started using mobile for doing business; financial sector, Telecom sector; Banking and Real Estate are some of the sectors using mobile commerce. M-commerce tools and its services are growing at a much faster pace in this digitized world and in the same way it bring challenges for both individuals and society. This paper is intended to bring out the facts about the feasibility of m-commerce today its growth & the strength and opportunities, the weaknesses and threats lying ahead. This paper has been organized through the category in which, in the first part is to defining the E- Commerce and M-Commerce. The Services Available in M-commerce has been discussed in second section. The third section finds out the benefits and drawback of M-commerce industry in India. And next section has investigated how M-commerce makes life easy in today's world i.e. SWOT Analysis, and finally, in the last part, the conclusions of this paper are presented.**

Keywords: **E-commerce, M-Commerce; Services; SWOT Analysis.**

I. INTRODUCTION

In recent days, different types of systems are being applied for different application areas. Businesses and its strategies are ever changing with the advancement of time and technologies. Earlier, business strategies were based on limited geographical reach and scope for the growth. But because of rapid advancements in the Internet and communications technologies geographical boundaries are diminishing. While e-commerce continues to impact the global business environment profoundly, technologies and applications are beginning to focus more on mobile computing and the wireless web. Mobile technology is the most pervasive communications technology in the world. People live fuller, mobile lifestyles now a days. M-commerce is such a technology which offers a new business opportunity to enterprises and consumers within reach, even as barriers to its development fall away.

In the paper, 'Impacts of ICT Application on the Insurance Sector (E-Insurance)',Supriya Ganesh Sapa1et al.(2014)in their article mention the phrase mobile commerce was originally coined in 1997 by Kevin Duffey at the launch of the Global Mobile Commerce Forum, to mean "the delivery of electronic commerce capabilities directly into the consumer's hand, anywhere, via wireless technology." Many choose to think of Mobile Commerce as meaning "a retail outlet in your customer's pocket."

M-commerce is subset of E-commerce, which includes E-commerce transaction carried out using a mobile device. M-commerce market grows rapidly now a days, the numbers of Smart phone users are increasing regularly. The SWOT matrix on m-commerce analyses and draws strategies to compete in an increasingly digital marketplace.

II. DEFINATION OFE-COMMERCE

E-Commerce stands for electronic commerce. Electronic commerce is a type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet, mobile or any other different online networks especially World Wide Web. It involves the use of variety of applications, such as email, fax, online catalogs and shopping carts, Electronic Data Interchange (EDI), File Transfer Protocol, Electronic Funds Transfer (EFT) and Web services, Information and Communication Technology (ICT) and Electronic Funds Transfer (EFT) in making commerce between all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business. In simple words we can say that **When we purchase a good or service online, we are participating in e-commerce.**

Defining 'M-Commerce':

Mobile e-commerce, m-commerce is the term used to describe the growing trend of using networks that interface with wireless devices, such as laptops, handheld computers or mobile phones to initiate or complete online electronic commerce transactions. It May also be seen written as M-commerce or m-commerce. Mobile commerce involves all kind of electronic transactions by the use of mobile device or Wi-Fi network. The emerging technology behind m-commerce is based on the Wireless Application Protocol (WAP) architecture which includes use of other technologies such as SMS services over a number of carriers (Global System for Mobile Communications (GSM), Interim Standard 95 (IS95), Code Division Multiple Access (CDMA), Wideband Code Division Multiple Access (W-CDMA)), Bluetooth applications, 2G, 2.5G, 3G,4G,Wi-Fi, IRDA etc. M-commerce covers terminals, standards, transaction models, middleware, or security; potential business models, methods; and design approaches to develop m-commerce applications.

Services Available in M-commerce:

The m-commerce gives us various services.Some of the general m-commerce applications and their examples are as follows:

Classes of mobile commerce applications:

M-commerce applications	Examples of services offered
Mobile banking	• Mobile accounting • Mobile brokerage • Mobile financial information
Mobile entertainment	• Mobile gaming • Download of music and ring tones • Download of videos and digital images • Location-based entertainment services
Mobile information services	• Current affairs (financial, sport and other news) • Travel information • Tracking services (persons and objects) • Mobile search engines and directories Mobile office
Mobile shopping	Mobile purchasing of goods and services
Mobile marketing	• Mobile couponing • Direct (context-sensitive) marketing • Organization of mobile events • Mobile newsletters
Mobile ticketing	• Public transport • Sports and cultural events • Air and rail traffic • Mobile parking
Telematics services	• Remote diagnosis and maintenance of vehicles • Navigation services • Vehicle tracking and theft protection • Emergency services

Source: - Application of m-commerce: Upkar Varshney

- **Mobile Banking:** Banks and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as purchasing stocks, remitting money.

- **Mobile entertainment:** This application contains services that provide the user digital data with entertainment value on mobile devices, e.g. ringtones, music and videos, on the one hand. On the other hand, it opens an array of interactive services, e.g. betting, gaming, dating and chatting.

- **Mobile 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: News, Stock quotes, Railway enquires, Sports scores, Traffic reporting.

- **Mobile shopping:** Currently, mobile content purchase and delivery mainly consists of the sale of ring-tones, 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.

- **Mobile marketing:** This term refers to services based on mobile communication technologies that provide firms with new, innovative instruments, e.g. to increase sales, win and retain customers, improve after-sales services, build and sustain a positive and modern image/brand and carry out market research

- **Mobile ticketing:** 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. Most number of users is now moving towards this technology.

- **Telematics services:** Telematics is an artificial term that refers to innovative technologies that link telecommunication technologies with informatics The main services are navigation systems, remote diagnosis and access to other mobile applications, such as mobile entertainment, mobile content/office, mobile banking and mobile shopping.

Benefits of M-commerce in India:

M-commerce helps to works easily and smoothly in life schedule. Its benefits are as follows:-

- **User friendly: -** Now a days websites are being designed so much user friendly. Its predict search option helps consumers to find more easily and rapidly for a particular product.

- **Easy to carry mobile device: -** Mobile device is easy to carry by user, It helps to avoid user to go physically to any particular shop as well as it also helps to user for avoid once of use of computer /laptops.

- **Low internet connectivity area: -** M-commerce is also efficiently used where the internet connectivity is less and website is taking more time to upload or hit. Through mobile devices less internet data will be used, so it is also economical with comparison of using internet via computer devices.

- **Secure transactions: -** M-commerce also gives an assurance of secure transactions, for the transaction, confirmation code is sent on the e-mail and mobile phone. And after filling this code the transaction will be processed, So that chances of wrong transactions are very less and unsecure transitions can be eliminated.

Drawback of E-commerce in India:

Each coin has two sides; M-commerce also has some hurdles for growth in India. Drawbacks of M-commerce market in India are as follows:-

- **Lack of Internet Connectivity: -** In India, still internet connectivity is under the dark room; still broadband connection is not accessible at many places in India. Also 3G networks are not available at so many states.

- **Language Barrier: -** In India, mostly people are not aware about the English language or not so good in English language. So that for the transaction over internet through mobile devices, language becomes one of the major factor to purchases, hire and sell a particular product or services.

- **Less Graphic Resolutions: -** Product is not properly or exactly shown in mobile devices as compare to computers /laptops/notebooks,for that reason consumers are least interested to buy a particular product.

- **Lack of Awareness: -** Still in India people do not aware about the term M-commerce. People in India still afraid to adopt to purchase things online as well as they are feeling uncomfortable to buy a product through M-commerce.

III. SWOT ANALYSIS

SWOT Analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It identifies the internal and external factors that are favorable and unfavorable to achieving that objective. This SWOT analysis is being performed on M-commerce in order to identify its issues as weakness and threats so that more researches may be motivated and to direct the m-commerce in a more successful manner.

M-Commerce SWOT:

Strengths	Weaknesses
• Innovative Business Models	• In Long-term, lack of interoperability and higher operating costs
• Consumer adoption	• Limited Memory
• High Speed Internet Connectivity and	• Limited computational power
• Third world citizens communicate easily without geographical limitations	• Antivirus solutions are difficult to implement
Opportunities	**Threats**
• M-Commerce Security & Privacy Risks	• Risk related to theft of mobiledevice
• Wireless User Infrastructure SecurityRisks	• No Privacy of data
• Mobile Viruses can spread attacks quickly through the network	• Small screen size of mobileterminals
• Multiple means of infection	• No standards for M-commerce

Strengths:

- **Innovative Business Models** -Emerging competition create innovation in all sectors and innovative ways attracts customer's way of doing business. M-commerce is such a technology which offers a new business innovation to enterprises and consumer.

- **Consumer adoption–** Today people wants convenience and ready to adopt a lot of new things for it. M-commerce provides day by day new technology to make life more easy and comfort.

- **High Speed Internet Connectivity –** The High speeds available with 4G networks make it possible to take much long services on a mobile device in a couple of seconds.By using High Speed Internet Connectivity m-commerce save our time and gives more economical service in comparison of computer /laptops.

- **Third world citizens communicate easily without geographical limitations -** M-commerce made communication to one easily. The users have no need to go far to store physically

Weaknesses:

- **In Long-term, lack of interoperability and higher operating costs -** lack of interoperability among strong devices creates security problem and higher operational costs put pressure on retail chains to change.

- **Limited Memory –** M-commerce need high memory space in mobile device, but the practical limit of mobile devise is limited.

- **Limited computational power -** Computational power refers to the speed that instructions are carried out and is normally expressed in terms of kiloflops, megaflops etcetera. Computing power would include this but mobile device have it in limitation.

- **Antivirus solutions are difficult to implement –** In mobile device the Anti-virus software must be regularly updated for the most effective protection and it is difficult to implement.

Opportunities:

- **M-Commerce Security & Privacy Risks-** M-commerce transactions involve the collection of personal information about consumers, including their financial details. Given this, m-commerce transactions raise Security and privacy issues for consumers, as well as concerns around mobile spam.

- **Wireless User Infrastructure Security Risks** – The network infrastructure is an important component of ensuring that potential threats to the overall ICT security posture of CGIAR centers are managed effectively.

- **Mobile Viruses can spread attacks quickly through the network -** As wireless phones and PDA networks have become more and more common and have grown in complexity, it has become increasingly difficult to ensure their safety and security against electronic attacks in the form of viruses or other malware.

- **Multiple means of infection** – The infection of the mobile device by a virus, use of PINs and passwords, which are easily guessable, possibility of messages getting lost, spoofing on cardholder or the payment provider and message replay. The requirements for protecting m-commerce transactions.

Threats:

- **Risk related to theft of mobile device -** Lost or stolen devices are currently the most imposing threat to data on mobile platforms. With more employees doing business on smart phones and tablet computers, security teams are being tasked with keeping the email and application data on those phones and other devices secure

- **No Privacy of data** – Privacy threats in mobile commerce increasing day by day , people concerned about their data and voice messages from unauthorised access.

- **Small screen size of mobile terminals** – Mobile device have small size as compare to computers /laptops/notebooks, sometimes its effect on m-commerce.

- **No standards for M-commerce** – There is a Need for Standards in Support of Mobile Commerce in today's fast lifestyle.

IV. CONCLUSION

Mobile is become the important need for lifestyle now a days. They value convenience and have a lot of things that people want to do. They are comfortable with e-Commerce and willing to transact over the mobile to simplify their lives and optimize their time. Day by day E-commerce and M-commerce playing very good role in online retail marketing and peoples using this technology day by day increasing all over the world. M-Commerce is the term for making business transactions using mobile devices. There are already several existing M-Commerce applications and services nowadays that have been very helpful to us. Applications and wireless devices promise to evolve together, each driving the introduction of innovative and powerful features in the other. The opportunity is much beyond mobile bill payments and can include all forms of transactions that the consumer faces today. The m-commerce need to develop synchronized value added content, synthesized business models that go together with emerging technologies, which can create key mobile features and serve as drivers of the growing market demand. The disadvantages are not impossible to avoid. If we have enough management on risks, we may really get a lot more advantages from m-commerce. The advantages are surely teasing, and we will enjoy such easy transaction these days. Enjoy more our mobile using and enjoy more our m-commerce activities.

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