

NEW VIEWS ON M-COMMERCE ANALYSIS

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This paper summarizes the progress and therefore the future directions of m-commerce analysis. Despite the speedy proliferation of Internet-enabled mobile handsets, {empirical analysis|inquiry|enquiry|research} has been undertaken solely during a restricted variety of research areas. necessary progress has been created in mobile net and SMS-based mobile advertising adoption, however different necessary topics, equivalent to e-commerce and m-commerce comparison, mobile-based spoken, and method problems, have seldom been self-addressed. Future studies ought to explore these areas. In closing, the seven contributions to the present Special Issue square measure introduced.

Keywords: IT management; M-commerce; Marketing; Wireless communication

Defining M-Commerce

The Internet-enabled mobile telephone has chop-chop achieved worldwide penetration, because of its terribly personal nature and complex communication technologies. However, not like e-commerce analysis, empirical explorations of mcommerce have seen solely modest growth, thanks to the sizable uncertainties concerned in mobile analysis. One major drawback in m-commerce analysis is that the lack of standards in terms, concepts, and theories. though the infrastructure of wireless technology varies across markets, researchers tend to use the term "m-commerce" while not considering the particular conditions and stipulations of what they're examining. additionally, business participation in educational analysis is at the best occasional, and, in several cases, chop-chop developing mobile technology might not be accepted the maximum amount as practitioners expect: either thanks to the upper value per service quantitative relation, or just as a result of these services will simply get replaced by the wired net.

Current mobile net applications alter shoppers to access a spread of services: net info search, SMS (short message services), MMS (multimedia message service), banking, payment, gaming, emailing, chat, forecast, GPS (global positioning service), and then forth. jointly, we tend to designate this big selection of services as "m-commerce." However, a transparent distinction between m-commerce and PC-based electronic commerce has seldom been created. during a slim sense, m-commerce are often outlined as "any dealings with a value that's conducted via a mobile telecommunications network" [Durlacher 1999]. Sadeh [2002] characterizes m-commerce a lot of generally, as "the rising set of applications and services individuals will access from their Internet-enabled mobile devices." usually, m-commerce takes place during a strategic platform referred to as a "mobile portal." There, third-generation (3G) mobile communication systems

supply a high degree of commonality of worldwide roaming capability, supporting a good vary of net and transmission applications and services with higher information rates.

From the attitude of selling, Nysveen, Pedersen, and Thorbjornsen [2005] propose a grid of mobile net services classification that employs four primary axes: person-interactive versus machine-interactive, and goal-oriented versus experiential services. "Person interactivity" happens between individuals through a medium, whereas "machine interactivity" refers to the interaction between individuals and therefore the medium. within the latter, users will freely modify the content and kind of a mediate setting. A goal-oriented method is outlined by utilitarian edges, whereas associate degree experiential method provides hedonistic edges. This classification grid offers a key to understanding the long run analysis directions of m-commerce. That is, future analysis ought to clearly outline method characteristics, and therefore the kind of interactivity, so as to supply the audience with clear implications concerning a particular mobile service. specifically, little or no analysis has self-addressed the question of interactivity in mobile devices, though it's been argued that mobile technology is an alternate thanks to hook up with the web (i.e., wireless Internet).

Progress in M-Commerce analysis

To date, major e-commerce journals and a few business journals have printed special editions on this topic: the primary was in Electronic Markets in 2002, followed by International Journal of Electronic Commerce, call Support Systems, and Journal of Business analysis, amongst others. the main focus of the journals varied, from technical to social control topics, and exemplified the complicated nature of m-commerce elements. A series of papers by Barnes [2002a, 2002b] were among the pioneering efforts in mobile analysis normally. He projected preliminary frameworks for value-chain creation and wireless advertising, severally. His works square measure strictly abstract, however his frameworks provided a helpful foundation for people who afterward undertook empirical explorations. unneeded to mention, mobile net service adoption has been the foremost in style topic within the m-commerce analysis literature. To date, many empirical studies square measure accessible, together with adorned , Ku, and Chung. They conducted one in all the foremost comprehensive studies of mobile net adoption, adopting Davis's Technology Acceptance Model (TAM) to consumers' WAP adoption behavior in Taiwan.

From a theoretical purpose of read, the cap has been the foremost often used base for m-commerce adoption, followed by the speculation of Reasoned Action and therefore the Theory of Planned Behavior (TPB) [Ajzen 1991]. as an example, Lu, Yu, Liu, and Yao [2003] projected a TAM-based abstract framework for wireless net adoption. this can be not stunning, provided that this theory has often been wont to study wired net adoption. Nysveen, Pedersen, and Thorbjornsen's recent exploration [2005] may—in my judgment—become one in all the foremost important contributions thus far on mobile net adoption. The study was administered in Scandinavian country, and part replicates adorned , Ku, and Chung's study. Nysveen, Pedersen, and Thorbjornsen developed a causative model supported the cap, TRA and TPB, to look at cross-service comparisons via

multigroup structural equation modeling. SMS-based promoting is another "main stream" of m-commerce analysis.

For example, Barwise and robust and Tsang, Ho, and Liang [2004] provided solid empirical proof concerning "permission-based" advertising within the United Kingdom and Taiwan, severally. On the opposite hand, though isolated business reports indicate actual use of SMS campaigns, there are few makes an attempt to research transnational firms' strategic perceptions of mobile promoting. Okazaki [2005] conducted a qualitative interview of fifty four transnational firms' promoting executives operative in Europe. This study was supported Roger's [1980] new technology diffusion model, and located that transnational corporations contemplate disapproval one in all the foremost necessary attributes of mobile advertising adoption. Few researchers have examined the particular nature of mobile net services, and therefore the studies are printed during a rather isolated means. as an example, the literature is offered in mobile banking/finance, society comparison, security problems, and location-based services (GPS) among others. Kleijnen, de Ruyter, and Wetzels [2004] printed a stimulating study of mobile vice adoption within the Netherlands. They applied a series of refined variable analyses to look at mobile gamers' profiles. Their paper is one in all the few empirical studies of this subject. during a recent study, Kleijnen distended her experience into the a lot of psychological aspects of recent technology adoption , associate degree approach that appears to supply perceptive implications for future m-commerce analysis.

From the business perspective, one in all the foremost winning mobile net services, i-mode, has rarely been examined through empirical observation, though Baldi and Thaug's [2002] abstract studies explained its adoption method from cultural views. within the same token, Barnes and Huff [2003] used the cap framework in their theoretical paper. Okazaki [2004] conducted associate degree empirical study of a pull-type advertising platform on i-mode. His projected model was supported uses and gratifications theory and on Dacoffee's [1996] net advertising worth model. His findings recommend informativeness, diversion, and irritation square measure the 3 primary factors that influence consumers' intention to "click" text-banner ads in mobile platforms.

Research Agenda for M-Commerce

Given the preceding discussion, we are able to conclude that, though associate degree evolving quantity of research is being undertaken in m-commerce, many necessary analysis areas stay unknown. Table one summarizes the analysis agendas and their standing, though this list is in no means complete, it's clear that the mobile net and SMS-based push-type mobile advertising/marketing square measure the 2 most studied areas. In distinction, empirical efforts are scarce in different areas, however specifically, nearly nonexistent within the following 3 areas: e commerce versus m-commerce comparison, mobile-based spoken, and analysis methodology in m-commerce.

First, we've got rarely self-addressed a basic question: whether or not m-commerce are often a good different to e-commerce, or, to place it in a different way, whether or not there square measure any important variations in their usage and client acceptance. However, very little analysis has been involved with these queries. The wireless net has several similarities with the PC-based net, however

there square measure necessary variations in usage and adoption. First, as compared to the wired net, the mobile could be a terribly personalised device, as a result of info flows from and to the device on a person-to-person basis solely. Second, the mobile is by its nature a omnipresent device, that shoppers will use at any time and anyplace. though the microbrowser screen cannot show complicated product details, it's been incontestable that in Japan m-commerce is a good marketing for goods (in specific, cosmetics, beverages, etc.) [Okazaki 2004]. Valid and reliable comparison of e-shoppers and mshoppers are a valuable deciding resource for each IT managers and on-line marketers.

Second, the mobile phone could be a terribly personal device, and so promoting info are often a lot of simply transmitted by voice, electronic messaging or email functions. Hence, spoken (WOM) are often achieved by wireless, and may replace person-to-person or PC-based WOM. we've got hitherto very little data of however shoppers formulate such a WOM network with friends, family and community members, or however they send and receive product- or service-based info. Social norms or peer pressures is also necessary factors that influence such info networks or chains. Future analysis may specialize in however shoppers exchange helpful and helpful product/service info via the mobile net.

Lastly, though the bulk of existing studies used paper-and-pencil or web-based questionnaires, we tend to rarely question the validity of responses. will we tend to safely assume that respondents' self-reported answers square measure valid and reliable information for mobile research? square measure web-based surveys valid once our interest is after all in mobile users? ought to questionnaires instead be sent via mobile devices? Otherwise, however will we tend to assume that respondents square measure actual users of mobile net services? What square measure the prices and edges of those alternatives? we'd like to debate a lot of problems relating to the reliableness and validity of m-commerce analysis methodology.

Contributors to the present Special Issue

This Special Issue includes seven glorious papers. the primary contribution makes an attempt to look at a classy causative model of Korean consumers' perceptions of mobile net usage. Lee enclosed 2 crucial parts, interactivity and trust parts, and self-addressed a basic question: why shoppers create their choices to access (or not) the wireless net via a mobile device. Bauer, Barnes, Reichardt, and von Neumann get back client acceptance of SMS-based mobile advertising, in terms of client temperament and advertising content. They developed a research model supported the TRA, and located that diversion and data square measure the 2 primary antecedents of client acceptance. Bigné, Ruiz, and Sanz specialize in the a lot of sensible aspects of "M-shoppers," and examined their profiles and buy behavior. The findings square measure supported a large-scale survey of Spanish net users, and show the importance of demographic information, equivalent to age, people, and activity patterns, as determinants of looking choices via mobile. Given the just about non-existent analysis on the Spanish mobile business, this contribution could be a valuable addition to the present special issue. Harris, Rettie, and Kwan challenge one in all the rising problems in m-commerce research: society comparison of client usage. They conducted associate degree empirical

study within the United Kingdom and metropolis, mistreatment Hofstede's cultural dimensions. though English is wide spoken in metropolis, it appears clear that cultural heritage distinguishes British and Chinese consumers' mobile net usage.

Hosoe proposes an alternate marketing research technique within the postmodernist era, the "Experience Sampling technique," by that pictures and messages square measure transmitted to, and recorded in, a info via mobile devices. and square measure used for time period activity analysis. This breath-taking information assortment technique ought to facilitate several researchers to get a lot of valid responses from everyday consumption experiences. The paper presents many case studies administered in Japan. Muntermann examines the utility of machine-controlled mobile alerting services within the monetary community. This paper is exclusive and inventive, in this it proposes sensible applications during a real state of affairs involving personal investors' info wants. however will we offer prompt call web via mobile in order that shoppers will react quickly to crucial market events? during this analysis, Muntermann makes an attempt to answer this question.

Finally, Pagiavlas, Stratmann, Marburger, and Young report mobile business opportunities and challenges within the U.S. airline business. unitedly with United Airlines and Siemens Business Services, they gift fascinating and helpful case studies within the plan to establish the crucial parts that expedite facilitating airline customers' convenience via mobile-based infrastructure. This paper exemplifies a fruitful collaboration between promoting lecturers and practitioners concerned in m-commerce development.

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