E-Commerce and M-Commerce: Global Scenario as a trending perspective-A Study

G.VenkataPurna

Assistant Professor, Nalla Narasimha Reddy Educational Society's group of Institutions, Chowdariguda, Hyderabad

Abstract - **The study examines and identifies the impact E-Commerce and M-Commerce and its global trends on international trade. The study has been concentrated on the online shopping and the percentage of sales that have increased as a result of the change in business activities through online shopping platforms. As digitalization has increased in India and all over the world, the purchasing capacity of the customers has also increased along with the ease of doing business, which also has improved. An analysis has been made on the impact of increased Internet sources and the resultant increase in the usage of m- commerce and also the transactional level of the e-commerce industry. The transformation of traditional business activities has been changed to online platforms. This resulted in an increase in the scope of business entities to encompass increased and elaborate business functions and luring customers from around the world through international trade. This success has been associated with the increased use of mobile devices and to the technical applications which have been promoting online businesses primarily and with the help of omni channels and improved logistics for a competitive world. The maintenance of customer friendly interface, easy problem-solving mechanisms and attempts at educating the customers in the perspective of online proforma will enable the business growth to reach a higher range.**

Index Terms **– Digitalization, International Trade, E-Mail marketing, public procurement.**

INTRODUCTION

M-COMMERCE

M-commerce can be defined as "any activity which has been done through mobile application with the help of internet facility on the fingertips. M-commerce is the extension of E-commerce. Many companies are using Mobile commerce applications to promote their businesses. Some of the sectors that are being very familiar with this platform are; banking, finance, real estate, telecom sectors and so on. It has many compatibility features like personalization, customer interaction, speedy transaction processing and an increased market potential in the long and short run.

E-COMMERCE

E- Commerce is a type of business transaction like purchasing and selling of goods and all other activities of a company with the help of internet. The major difference with m commerce and e commerce is that m commerce is done through mobiles and e commerce is being done with laptop or a desktop. E- Commerce is used to do the business not only with customers but also with other business entities in the corporate world.

TYPES OF M- COMMERCE APPS

As the technology increases, the corporate world has increased its intent of innovation for ease of doing business and customer satisfaction and mobility of services through the application development which are used predominantly in the real world. There are many applications in commerce business entity, but here are the three most common M-Commerce models currently developed by businesses today.

1. Mobile banking- works with the applications which has been designed to conduct online banking transactions with accuracy and with utmost security.
2. Mobile shopping-works with the mobile counterpart of the commerce platforms which basically refers to the online stores which have accessibility through mobile devices with the help of social media too.

3. Mobile payments-encouraging the customers focusing on the payment through applications.

BENEFITS OF M- COMMERCE

Owing to the changes occurring in consumer thinking, the approach to making purchases has also changed drastically, resulting in increased E-commerce. The extensive use of mobiles and the reduced cost of developing apps have given marketers and businesses an easy access to prospective customers.
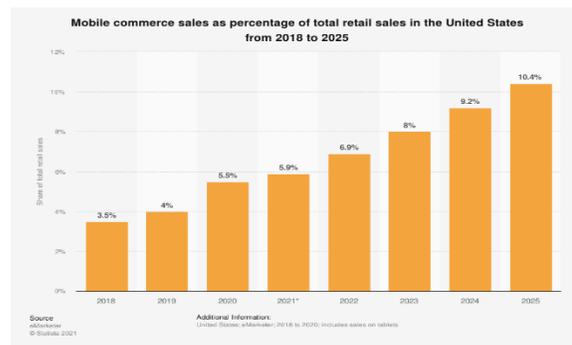
Mobile applications will enable the customer to easily purchase and sell with accelerating speed and ease in the payments protocols with secure systems will ensure huge customer satisfaction with choice in between the differentiated products. Every customer is aware of the technology which the companies promote for their business transaction through mobile applications. The companies are maintaining customer friendly interface which makes them enjoy the shopping experience which leads to the customer retention for the business entity.

TRENDS IN E- COMMERCE

Trends in e-commerce industry have been improvised on the basis of customer buying behaviour and their purchasing capacity which have influenced the scope of many companies by entering E-platforms. With many tactical, attractive schemes and offers companies like Wal-Mart, Flip kart and Amazon are attracting and retaining customers as never before.

Trends in E- Commerce industry which can occupy a major role in 2022:
The Ecommerce after COVID-19

Mobile commerce sales as percentage of total retail sales in the United States from 2018 to 2025

The world is changing and with the advent of new technologies the business in E- Commerce has been getting bigger and bigger every day. In this pandemic, the people are wary of physical shopping and conscious of the advantages of contactless purchases. In 2021, the percentage of sales through this platform has increased to 4.9 trillion U.S. dollars which shows the drastic conversion of customers from traditional shopping experience to online mode. It is estimated that the figure of sales will increase to 7.9 trillion U.S. dollars by the end of 2025.

Contextual and Programmatic Advertising
With the help of advertisement through the social media websites the companies are designing the data bases to identify the targeted audiences for following up about the offers and discounts by continual promotion of advertisement about the products which has increased customer retention and indirectly increases the return on investment. The correct identification of the customer and posting of information will play an important role in these areas.

Marketing Automation
almost 49% of businesses are using marketing automation, and it shows no signs of stopping. It covers the ease of access of choosing the different products and also provides the choice of filtering the products on the basis of price and quantity which increases the decision and purchasing power of the customers.

Artificial Intelligence (AI)
Complete automation of websites and user-friendly interface and quick responses from the companies made the shopping a pleasant experience. This is being

made possible with new software and management information system that are accessible to the company for smooth functioning of the business. Using robotics technology for delivery of goods is also a trend changing that would be possible with artificial intelligence.

Enhanced Shipping Options

Small improvements like free shipping did occur. This has reached new levels and now the companies have started shipment of the products on the same day. By taking advancement in the shipping of goods, Amazon has introduced the drone shipping technology which changed the whole scenario which will become a valid innovation in the shipping of goods in commerce industry.

Voice Search Will Take Lead

With the advance technologies that have been developed by the Google -Voice to text and also Voice recognition has created revolutionary changes in the online shopping experience. By enabling voice shopping, the customer can access the website where he would shop and tap on the voice over button and make recordings of the product for which he is looking. Once the command or voice is being recognised by the application the products of search will be displayed on the screen in which the customer is operating to create a well-structured shopping experience in less time.

Snap and Shop

Another trend in E- Commerce is photo shopping. This will help the customer to select the images of the product which has been displayed in the website. By placing the camera close to the image and taking a picture, a customer can participate and deal in the purchasing or selling bids of the product that has been selected.

Subscription Based Models Will Rise

Digital payments are becoming convenient. Most of the companies that are operating through the online mode of business are encouraging their customers to subscribe to the latest updates regarding the products and services that have been provided by the company.

This will help companies in getting into contact with the customers so that forwarding information that helps the customer in making purchase decisions will result in increased the sales for the company and will simultaneously result in profits, providing an encouraging environment for the companies to provide more offers and discounts for these subscribers. This will increase the good will of the entity.

Social Payments Make Shopping Seamless

Social payments are the upcoming and have been most popularin recent years. With the advent of Apple Pay, Phone Pay, Twitter Buy, Face book into the digital payments sector, the money transfers can occur at unusual speed. With a maximum number companies encouraging these payments without charging any additional charges fund transfer have become very easy.

More Payment Options Will Popup

Encouragement of digital wallets and with the invention of crypto currencies in the ecommerce industry will make the payment processes simple and easier.

Mobile Commerce in India

India is growing faster in the use of mobile applications and is expected to rise to 88 million by 2021. It is being said that, in the next three years mobile commerce will constitute more than 25 percent of the total traffic in e-retailing and the growth rate is expected to increase by 71 percentage in the next decade.

Future of E– Commerce

The future of e-commerce is set for new revolutionary trends with the advent of new initiatives;

a. Augmented Reality enhances the reality of online shopping and also helps learn about shoppers with provision of chat bots. Provision of subscriptions will improve the shopping experience.

b. On-site personalization uses those insights to create individualized experiences.

c. API-driven ecommerce allows continued innovation.

d. Customers have been found to respond to videos.
e. Sustainability is becoming more important.
f. Businesses should optimize digital strategy for conversion.
g. B2B is growing, hence change in the scenario is imperative.

FUTURE REVENUE

Global trade revenue is expected to reach $ 3.56 by 2021. 79% of Smartphone users shop online using their devices over the past six months. The share of M-Commerce across E-Commerce is expected to increase to 72.9% by 2021. Snap deal declared that 65% of their orders come from their mobile app and by the end of the year Flip kart is expected to become the largest e-commerce company in India. E-commerce merchants are left with no choice but to embrace mobiles in India.

CONCLUSION

The growth of electronic commerce and its futuristic trends led to the rapid growth of online business in the global scenario. In order to fit in with the competitive scenic environment, it is imperative to engage in educating the customer in aspects relating to the platform that the companies have created for an enhanced business and customer interaction. The development and availability of the information technological platforms and applications will allow the rise of E- commerce business to a great extent in the future.

REFERENCES

[1] Batra, D. S, &Juneja, D. (2013, Feb.), "M-commerce in India." Journal of International Journal of Advanced Research in IT and Engineering, ISSN: 2278-6244.

[2] "New Prospective on MCommerce Research" (a research paper by Shintaro Okazaki) From E commerce to M commerce: research direction (a research paper by Franz Lehner).

[3] "Benefits and Drawbacks of M commerce in India: A review" (a research paper by Dr.SachinYadav and Mr.AnandVyas) website- http://www.applift.com/blog/indian-mobile-market-trends2015.https://growthbug.com/ mobile -commerce-growth-in-2014

[4] Journal of Electronic Commerce in Organizations, 3(1), 83-84, Jan-March, 2005

[5] https://www.bigcommerce.com/articles/ecommer ce/mobile-commerce/#types-of-mobile-payments

[6] https://www.cloudways.com/blog/latest-ecommerce-trends/

[7] https://www.bigcommerce.com/articles/ecommer ce/ecommerce-trends/#ecommerce-trends-faqs.

[8] https://www.thedroidsonroids.com/blog/advanta ges-of-mobile-commerce-mcommerce.