



**CLICK, SUBMIT AND MEET: A BLESSING OR CURSE FOR
EMERGING SOCIETY**

AUTHOR

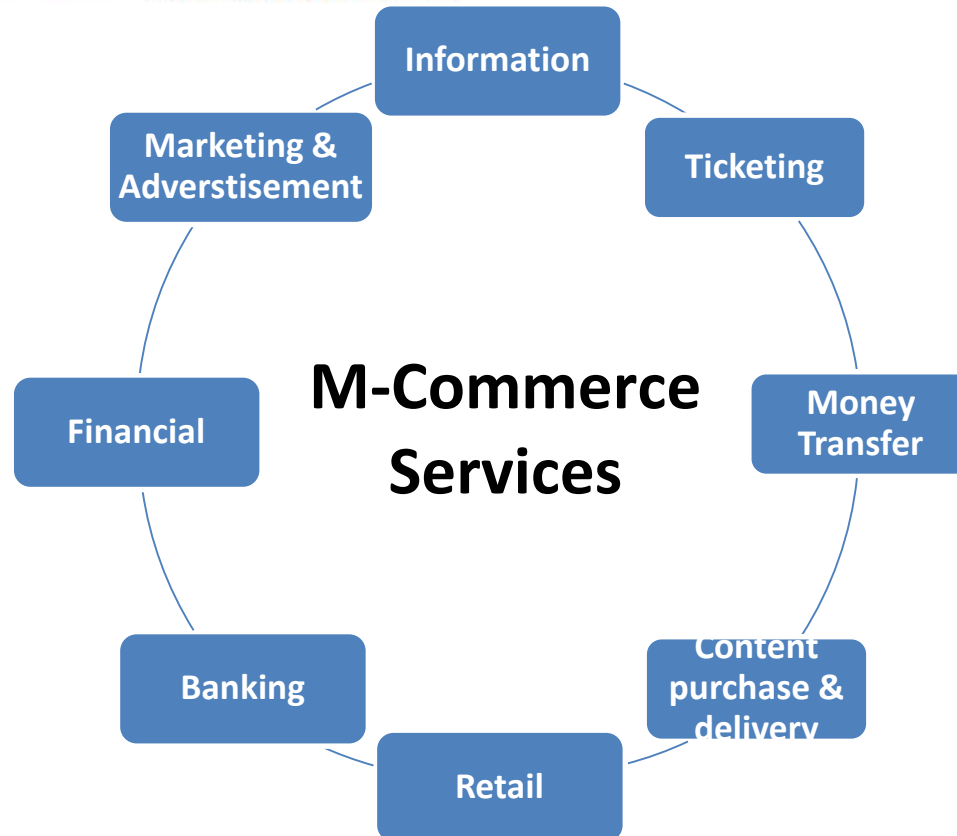
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INTRODUCTION

Comprehensive, easy and secure technologies are bringing a revolutionary change in the market place by bringing sellers and buyers closer. With emerging technology and popularity of cellular devices, corporates are realizing that the mobile may soon become the most important way (compared to conventional channels) to reach out to their customers. In the simplest words, M-commerce (mobile commerce) is the procurement and selling of goods and services concluded wireless handheld devices such as mobile phones, smart phones and personal digital assistants (PDAs).

KEYWORD: Click , submit, meet and society.



Known as next-generation e-commerce, m-commerce enables users to access the Internet without needing to find a place to plug in. Thus, this is the process of click, submit and meet all requirements of consumers. The paper is concentrated on the merits making it more effective and workable along with hurdles.

The scalability, easy accessibility and the faster speed has made m-Commerce popular especially among I.T. savvy users, whose first choice is to perform all the possible transactions sitting in an air conditioned room using mobile devices.

A survey of 108 engineers working in different MNCs in Bombay and Pune has been done to know about their use cases, behavior choices and beneficial aspects in relation to M-commerce.

THE RESPONSES WERE DIVIDED INTO TWO CATEGORIES:

- ❖ Consumer point of view
- ❖ Business-house point of view



ON THE BASIS OF RESPONSES, CONSUMER CENTERED BENEFITS CAN BE SUMMARIZED AS FOLLOWS:

- 1) Easy and faster to make payments to the providers and transfer funds all over the global village
- 2) Convenient to book tickets, make reservations, do shopping with just a few clicks
- 3) Execute multiple transactions using a single mobile network
- 4) Faster to access without needing to plug in laptop or PC and wait for the system to boot
- 5) Feasible to receive, send and access a vast range of information, goods and services at real time

ON THE BASIS OF RESPONSES, BUSINESS-HOUSE CENTERED BENEFITS CAN BE SUMMARIZED AS FOLLOWS:

- 1) Easy to reach out to and connect with a larger customer base leading to higher sales and therewith increased profits
- 2) Lesser transaction cost
- 3) Feasible to frame consumer friendly offerings
- 4) Easy recruitment process for MNCs and increased efficiency of E-training programs
- 5) Increased productivity

LIMITATIONS OF M-COMMERCE:

- Expensive cellular devices are required to access M-commerce
- Initial learning to use devices and applications required
- Less information and data security in wireless network
- Initial investment required to develop required infrastructure and mobile capabilities
- Needs high internet connectivity to make it an acceptable experience
- Sometimes product is purchased without knowing of their usefulness due to loss of personal interaction



- Due to delicate functioning many times cybercrimes become possible
- Traditional shopping culture or retailing is coming under crisis gradually

CONCLUSION:

Click, submit and meet emerging culture is one of the key factors of socio- economic transformation of society. The unawareness of M-commerce and its benefits is one of the key factors for disinclination in its usages. As technology advances the mobile devices would be much more sophisticated and also within the reach of common man. Henceforth mobile commerce would have an enhanced prospect in the market.

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