**Technology issue in Mobile Commerce : in India**

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**Abstract :** Now a days commerce world change very rapidly with advance e-commerce and M. commerce technology . Mobile commerce is depend on WAP and GSM technology. Mobile commerce develop by mobile network generation (2G to 4G) and One significant area of technological advancement is the development of mobile commerce, which encompasses interactive business activities and processes related to a (potential) commercial transaction conducted through communications networks that interface with wireless devices. These systems provide the potential for organizations and users to perform various commerce-related tasks without regard to time and location (anytime from anywhere). This emerging mobile commerce environment presents a new set of issues. This paper identifies and categorizes some of these issues so that researchers, developers, and managers have a starting point for focusing their activities within the emerging m-commerce domain. Our examination finds categories that include technological issues, application issues, and security issues.

**Keyword :** Mobile Commerce, E-Commerce, Mobile network, technological issues.

**Introduction :**

 Electronic commerce continues to improve its market share ,through e-commerce business expand its geographical boundary with the help of internet (WWW), but by advances in wireless communication technology client use mobile devices for commerce related activities.

Mobile commerce cannot be develop without E-commerce infrastructure , Mobile commerce is extension of E-commerce. Mobile commerce includes variety of services and Application like, buying and selling, Advertisement, online payment ,information exchange, stock broking ,financial services etc.

**Definition :**

“ Mobile commerce means ecommerce activities through wireless network and mobile devices”.

 “Mobile Commerce is the use of mobile handheld devices to communicate, inform transact and entertain using text and data via wireless networks.”

**Growth of M-commerce :**

The increasing adoption of E-commerce has provided a strong foundation for M-commerce. The number of smart phone users is forecast to grow from 2.5billion in 2016 to around 2.9 billion in 2018. It is estimated that nearly 36% of the world population is project to use smart phone.. The number of smart phone users worldwide today surpasses three billion and is forecast to further grow by several hundred million in the next few years. China, India, and the United States are the countries with the [highest number of smart phone users](https://www.statista.com/statistics/748053/worldwide-top-countries-smartphone-users/), with each country easily surpassing the 100 million user mark.

* **Mobile phone Users in India: 2013 – 2019**

[According to a survey by eMarketer in 2015, India is estimated to have over 800 million mobile phone users in 2019.]

**Retail M-commerce sales Growth in India 2015-2020.**

Mobile retail e-commerce sales in India were estimated to be valued at nearly 38 billion U.S. dollars by 2020. This was a significant growth since 2015, yet not surprising considering the penetration rates of smart phones and mobile internet in the country.

 **(**Source : tatista.com/statistics/266119/india-retail-mcommerce-sales)

**Objectives :**

To study Mobile technology.

To Study trends and issues in Mobile technology.

To study Mobile commerce development in India.

**Issues and challenges:**

When focusing more on the mobile shopping experience, many of these barriers for m-commerce can be overcome. The three issues that concerned smart phone users and prevented them from using their devices to engage in m-commerce revolve around.

1) Safety (Security)

2) Connectivity

3) Screen Size

**1) Security and safety :**

The primary issue revolved around security. Users feared that their devices would be attacked by viruses, resulting in the theft of personal data. People interested in e-commerce seemed to be most comfortable doing so at home. The home setting gives the buyer familiarity. The software and technology sitting on a desk at home feels secure and protective and keeps the bad guys out. That security is recognizable, and it works. On the other hand, users of mobile media haven’t yet given the thumbs up to the security featured in mobile devices. The survey also found that smart phone users felt exposed in public, concerned about someone peaking over their shoulder as information is keyed. This is why people felt more secure buying from sites where their buying data is already stored.

**2) Connectivity :** The most crucial issue in mobile internet connectivity is network connectivity. In some metropolitan cities has better connectivity compare to urban and semi urban areas, so the users or clients of mobile commerce are not willing to do online mobile transaction. in the world some develop nations are use 5 G network but in India we don’t have good 4 G connectivity.

**3) Small screen sizes:**

Users didn’t like the small screen size. The primary compliant centered around the inability to get a good look and feel for the product. Unless a buyer is familiar with a product or the product’s appearance doesn’t matter, users are hesitant to buy an item on a smart phone.

Screen sizes and the behavior of smart phone users are not taken into account enough in general, whether it concerns e-commerce, mobile websites or mobile email. Obviosuly , as devices and operating systems evolve and as retailers and other firms look at m-commerce, there are ever more possibilities to make it easy, convenient and user-friendly beyond the screen size limits. And then there is the tablet, which again offers a totally different shopping experience (and shows indeed other behavior).These are matters that remain a challenge to businesses that want to sell products to buyers on mobile devices. The small screen size on smart phones will probably not be solved tomorrow but, as said, tablets become increasingly important and smart phones and apps/website possibilities change. The speed issue is also one that gets solved as we move to faster networks. People like to carry good looking, big screen mobiles but they avoid making purchases when it comes to mobile phones. The reasons can be screen resolution and the catalogue presented to them does not give exact enlarged view of the products they are looking for.

**Suggestions:**

There should be taken necessary steps to include these growth factor such as wireless network technology, building of infrastructure to internet connectivity, gives proper awareness of internet, aware more and more peoples about the uses and security of М-commerce applications by the Government of India and such types of security awareness programme. The following area’s where government should take necessary action for improvement.

1. Reasonable cost of mobile des

2. Mobile network connectivity

3. Mobile payments

4. Security

5. Proper Government policies

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