



E-Commerce & M-Commerce

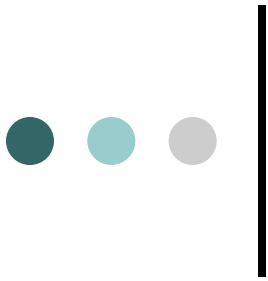
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E-Commerce

- From the 1990s.
- E-Commerce, or Electronic Commerce, refers to the activities of buying and selling products and services on the internet.
- The birth of e-commerce is believed to occur in 1994, with the first purchase made over the internet in Philadelphia.
- Generally, e-commerce points to online buying activities that happen over a computer or laptop.



M-Commerce

- 1997
- M-Commerce, or Mobile Commerce, refers to the process of buying and selling products and services with the use of internet/cellular data via wireless handheld devices.
- Usually, M-commerce refers to online payment transactions that happen over a mobile device.



Similarity

“Simply put, both of these definitions refer to online transactions.”



The Differences

	M-Commerce	E-Commerce
Devices used	Handheld devices such as smartphones and tablets	Computers, laptops, ...
Connection-dependency	Mandatory (*)	Mandatory (*)
Reachability	With push notifications in place, mobile commerce can reach a wider range of users even when they're on the go.	Limited
Mobility	High: Users can make transactions everywhere as long as they are connected to the Internet.	Low: Users can make transactions on their computers and laptops with limited mobility



Ease of Use	User Experience on mobile devices is optimized for as little taps-on-screen per transaction as possible	Harder to navigate in the desktop websites of e-Commerce stores.
Platform	Web stores and native apps	Web stores
Payment Gateway	Caller's rate, mobile banking or user's credit card	Credit Cards
Location-tracking capability	Yes	No
Security	Rely on the web security combined with built-in mobile security features	Rely mainly on the web security



Benefits For Business With M-Commerce

- For business owners who are used to the traditional e-commerce platforms, making a shift towards m-commerce can be daunting.
- However, there are proven benefits that will make the shift worthy in every business sense.



Gain Better Customer Insights

- Understanding the **behavior of shoppers is a necessity for retailers to remain competitive in their respective niche.**
- Mobile apps, which are a crucial component of m-commerce, allows retailers to collect crucial information of the users.
- Consumer-oriented data such as **browsing behavior, shopping interests, and time spent on the app are helpful analytics.**
- With the rise of big data and AI, retailers can send better-targeted promotions that are more likely to engage and convert.
- **The historical data collected also helps retailers to strengthen their branding efforts by prioritizing elements that resonate with their shoppers.**



Increases Revenue

- All the numbers point to the potential of revenue increase when m-commerce is put to proper use.
- Internet users are spending more of their time on mobile phones, and shopping for products is a few touches away.
- Besides that, push notifications with tailored promotions draw users' attention and lead to better conversion.
- M-commerce also encourages purchases. The checkout process is more straightforward, where users can complete checkout with a few touches on the screen.
- Naturally, this would lead to more sales and less discarded shopping carts.



Enhance Customer Experience

- The secret to a thriving business is to keep its customers continuously engaged.
- In other words, your customers need to perceive that they are **given the best experience ever**. This goes beyond the ability to browse and shop at any place or time.
- M-commerce enhances the customer experience by **increasing the availability of support to customers**. A responsive live-chat on the app or the ease of refunds and exchange could strengthen brand loyalty amongst customers.
- Personalization, whether in the form of product listings or promotions, **gives off the perception of a caring brand**. This is made possible with the combination of the mobile app, analytics, and locational information on an m-commerce ecosystem.



Reduce Cost

- Spending **money on ads placements**, whether physically or digitally, is also reduced with m-commerce.
- With direct reach to customers, the latest offerings and messages can be delivered through the **mobile app or push notification**.
- Once perceived as exorbitant, the **cost of app-development** has decreased as there are development tools that help simplify the process.
- With the **reduction of ads-budget**, businesses can achieve a lower cost of acquisition and retainments of customers.



An extra marketing channel

- In addition to notifications, m-commerce provides an opportunity to promote businesses by offering promotions, mobile-only discounts, special prices for registered customers, free shipping, and much more to improve user registration and earn new customers.
- With the help of m-commerce, a business's marketing can go viral and their customer base can start to increase.



Variety of payment options

- With new mobile payment solutions emerging, it's now possible to offer customers a truly diverse range of payment options.
- This doesn't mean we've moved beyond the question "cash or card," but mobile commerce has given us mobile wallets that make one-click checkouts possible in more than one store.
- Popular mobile payment solutions include [Google pay](#), [Phone Pe](#), [Apple Pay](#), [Paytm](#), and [Amazon Pay](#).



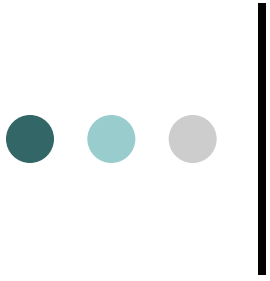
Personal touch

- When used properly, push notifications are a great way to **drive users to engage with an app on a more regular basis.**
- Push notifications in particular efficiently bridge the gap between a business and its potential customers.
- They're more prompt at delivering offers and reach audiences better, as mobile devices are often carried along almost anywhere a person goes.
- And, as **research shows, on average 62 percent of users will return to an app the following month if they're engaged with push notifications.**



Convenience transactions

- People can do their business transactions anywhere they go as long as they can access the internet on their smartphones that allow a transaction with just a few taps on the screen.
- Unlike e-commerce, they have to do your transactions on the computer.
- Users have to look for a place to do their transactions because it would be uncomfortable using a laptop anywhere or while they are on the move.



THANKS