



Review Article

Adoptability of M-Commerce in Rural Areas

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Abstract

M-Commerce is also known as mobile commerce. It is a subset/part of E-commerce (electronic commerce). It is the system which provides commercial transactions online by using wireless handheld devices. Wireless handheld devices may be cell phones, laptops, palmtops, tabs etc. Mobile commerce transactions include purchase and sale of a wide range of products and services, such as online banking, bill payment and information delivery etc. It is based upon the increasing adoption of electronic commerce. Urban people is rapidly adopting this system of doing commercial transactions through online just because of they are having everything good which are required to do online transactions e.g. smart phones/laptops/palmtops/tabs, good network connectivity, internet banking etc. Now days the youth of rural India is also coming forward for doing online transactions just because of having improved network connectivity, having smart phones/laptops, internet banking and having low cost oriented internet data. They are ready to adopt the technological advancement to meet out their tastes, styles and fashions and to avoid the rush in the physical market. In this research paper the researcher is going to mainly focus on up to what extent the rural people is going to adopt this new system of doing commercial transactions online along with the problems faced by the rural people of the district.

Keywords: M-commerce, electronic commerce, technological advancement, commercial transactions etc.

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Introduction

M-Commerce is also known as mobile commerce. It is a subset/part of E-commerce (electronic commerce). It is the system which provides commercial transactions online by using wireless handheld devices. Wireless handheld devices may be cell phones, laptops, palmtops, tablets etc. Mobile commerce transactions include purchase and sale of a wide range of products and services, such as online banking, bill payment and information delivery etc. It is based upon the increasing adoption of electronic commerce. Wireless networks like GSM, CDMA, TDMA, GPRS and UMTS enables users of a mobile device to access

a variety of information stored on databases of connectivity providers , information providers, service providers and web servers. In M-commerce users need not require place to buy commercial goods. Now a day a lot of industries are affected by m-commerce. Some of them are as follows:

1) Financial Services:

- a) Internet banking: In this system consumers use their cell phones/laptops/palmtops/tabs for accessing their account and different kinds of bill payment purpose.

- b) **Brokerage services:** In which stock quotes can be displayed and trading conducted from the same handheld device.
- 2) **Telecommunications:** In which service changes, bill payment and account reviews can all be conducted from the same handheld device.
- 3) **Retail:** In which consumers are given the ability to place and manage the orders.
- 4) **Information service:** In which includes the delivery of financial news, sports news and traffic updates etc.

LITERATURE REVIEW:

Paul Budde's paper, "Australia -Mobile Data – M-Commerce and M-Payment" (2010), communication expert, provides the overview of m-commerce in the Australia and identifies the impact factor that will be important for the future of the market transaction. Paul resist that, M-commerce market place in Australia is small as compare to Asian market.

According to Sujata P. Deshmukh, Prashant Deshmukh: The M-commerce is the branch of E-commerce technology, in which transactions are carried out online using a cell phone/laptop/palmtop/tablet etc. Now a day, Internet has become the part of our daily life for communication, business transactions and market transactions. India is a country of many different languages where merely 4% of people know very well about the English content and m-commerce provides the services in only one language i.e. English. If M-commerce uses local language for tapping the users, this will not only ensure quick adoption by the customers but will be an instant success in the market.

K.S. Sanjay (2007) states that, Mobile hand held technology is less costly and it provides a better flexibility and effectiveness to its users. M-commerce (mobile-commerce) is a part of E-

commerce (e-commerce). The difference between M-commerce and E-Commerce is that m-commerce uses wireless technology and it gives flexible and convenient experience.

According to Tandon, Mandal & Saha, Mobile Commerce has explored and presented the possible solutions in wireless handheld devices. They had tried to bring out the possible benefits and issues associated with this wireless technology. Many wireless technologies have been discussed in this paper. Here I do not want to discuss such technical facts in this paper.

RESEARCH METHODOLOGY

Objectives of the study:

1. To understand the awareness of M-commerce in rural areas.
2. To know the perception of people towards M-commerce in rural areas.
3. To understand the scope of M-commerce in rural areas.
4. To reveal the merits and demerits of M-commerce in rural areas.
5. To check the adoptability of latest technology by rural people.

Research design: Descriptive cum exploratory

Sampling elements: Rural people

Sampling technique: Convenience sampling

Population size: 2,494,533 (according to 2011 census)

Sample Size: 200 Rural people

Data collection: Through primary data (collected through well-structured questionnaire)

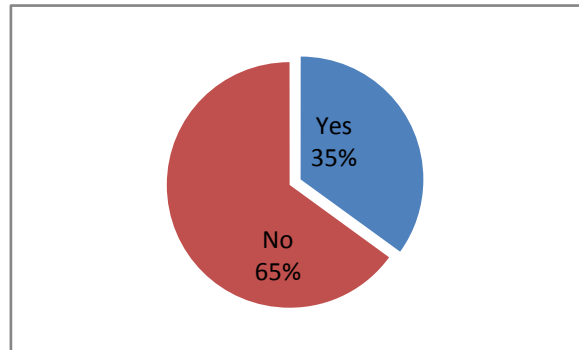
Data analysis: Done through use of pie-charts, graphs etc.

- ✓ Out of the total sample of 200 respondents, it was found that only 70 respondents are aware about m-commerce. So analysis was done on only 70 respondents as considering 100 %.

DATA ANALYSIS AND INTERPRETATION

Q.1 Are you aware about m-commerce?

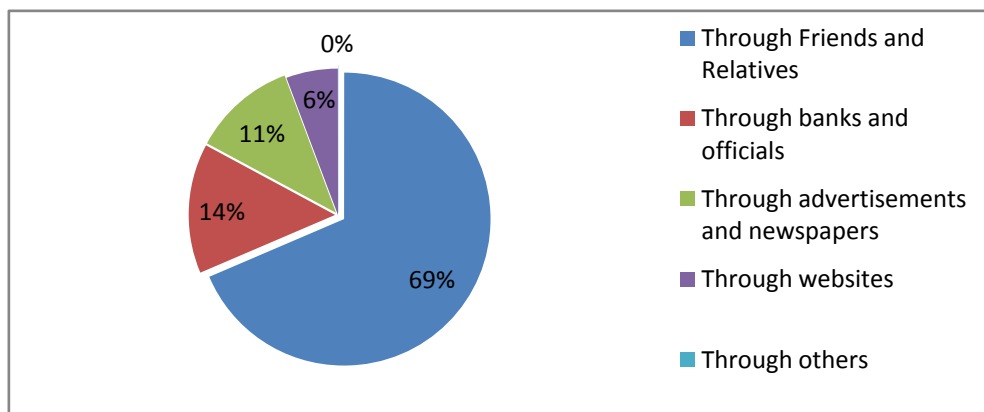
Yes	No
70	130



The study reveals that most of the rural people are not aware about m-commerce. They perform traditional transaction practice in buying and purchasing of goods. In rural areas only about 35 % people are aware about m-commerce and they use m-commerce for doing online transactions.

Q. 2 How did you come to know about M-commerce?

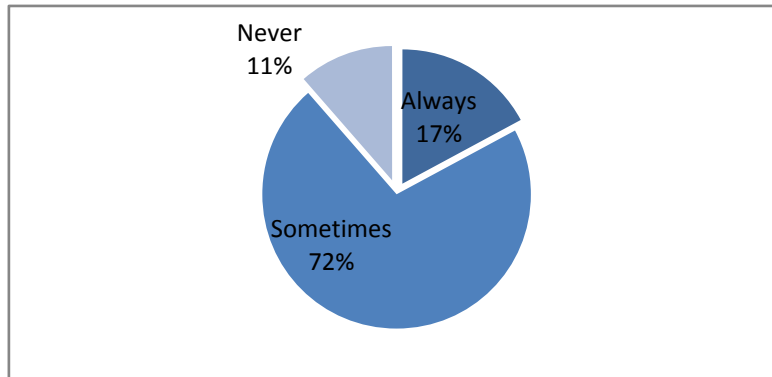
Through Friends and Relatives	48
Through banks and officials	10
Through advertisements and newspapers	08
Through websites	04
Through others	00



The study surprising reveals that most of the rural people who are aware about m-commerce, they came to know about it from friends and relatives at majority level. It means the major source of awareness about m-commerce in rural areas is happening through only literate friends/relatives who brings the awareness about m-commerce.

Q. 3 Frequency of using m-commerce:

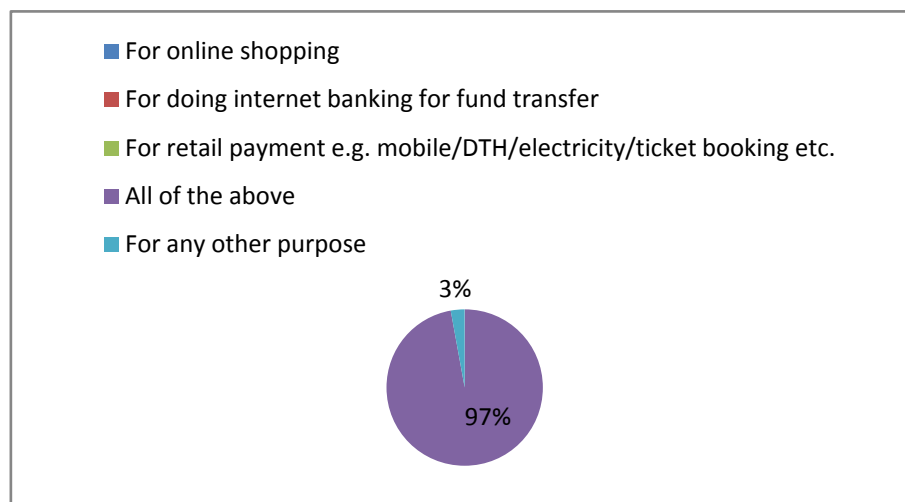
Always	12
Sometimes	50
Never	08



The study reveals that a majority of the rural people who are aware about m-commerce use m-commerce not frequently. It means they are not very habitual of it now.

Q. 4 Purpose of using M-Commerce:

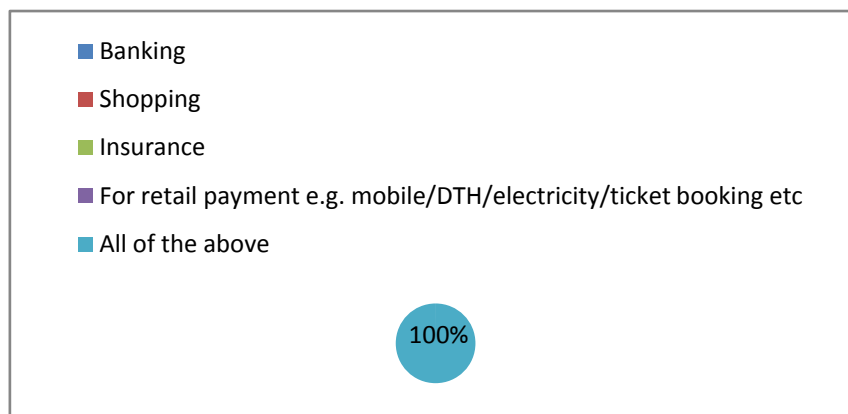
For online shopping	
For doing internet banking for fund transfer	
For retail payment e.g. mobile/DTH/electricity/ticket booking etc.	
All of the above	68
For any other purpose	02



The study reveals that a majority of the rural people who are aware about m-commerce prefer m-commerce for the purpose of not performing only a particular transaction but for doing a variety of transactions e.g. for online shopping, internet banking for fund transfer, for retail payment e.g. mobile/DTH/electricity/ticket booking etc.

Q. 5 What kind of services do you perform in M-Commerce?

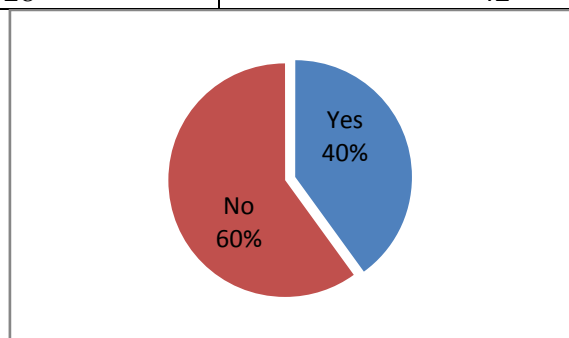
Banking	
Shopping	
Insurance	
For retail payment e.g. mobile/DTH/electricity/ticket booking etc	
All of the above	70



The study reveals that a majority of the rural people who are aware about m-commerce prefer m-commerce for not performing only a particular transaction or getting a specific service but for getting a variety of services e.g. for online shopping, internet banking for fund transfer, insurance payment, for retail payment e.g. mobile/DTH/electricity/ticket booking etc.

Q. 6 Do you feel this system is costly?

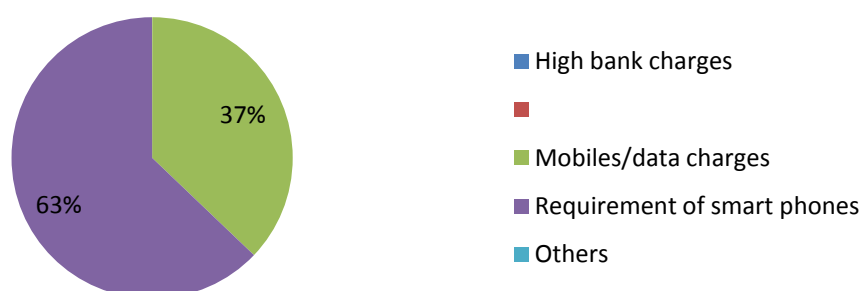
Yes	No
28	42



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transaction is not too much costly. Only few people consider it as costly deal.

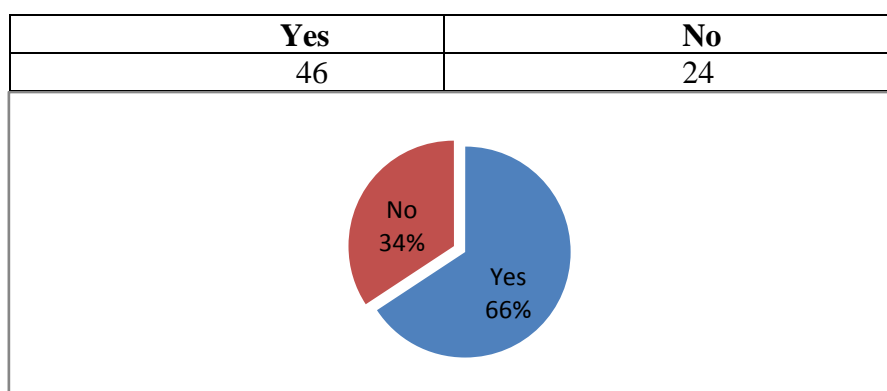
Q. 7 If yes....reasons:

High bank charges	
Mobiles/data charges	26
Requirement of smart phones	44
Others	



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing online transaction is costly due to the high mobile/data charges and just due to the requirement of smart phone.

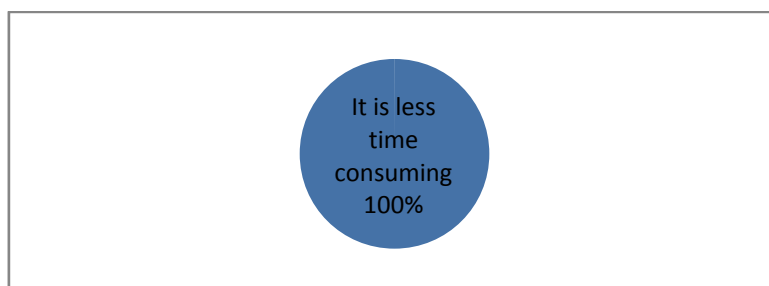
Q. 8 Do you think this system is more beneficial to you?



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transaction i.e. m-commerce is beneficial for them in different prospects of life.

Q. 9 How do you get advantage over traditional trading?

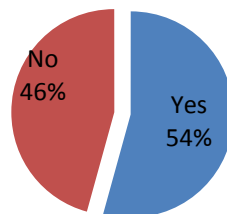
It is less time consuming	70
It is simple to operate/perform	
It takes less effort	
It is much reliable	



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transactions is less time consuming and by which they are too much benefited in doing their work.

Q. 10 Is this system safe & secure for transaction purpose?

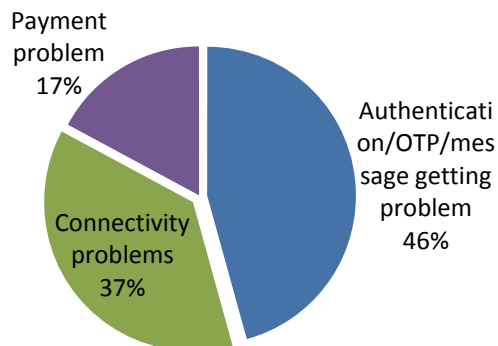
Yes	No
38	32



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transactions is safe & secure for them.

Q. 11 Do you face any kind of problem while accessing internet in your phone?

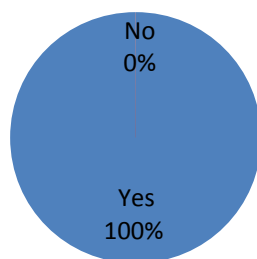
Authentication/OTP/message getting problem	32
Connectivity problem	26
Payment problem	12
Others	



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transaction have some difficulty for them in terms of Authentication/OTP/message getting problem , connectivity problem, payment problem etc.

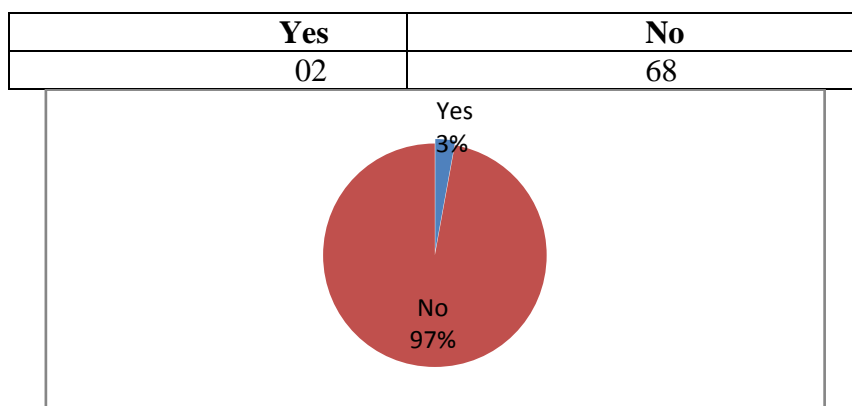
Q. 12 Is this system much reliable & trustworthy?

Yes	No
70	00



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transactions is much reliable & trustworthy.

Q. 13 Is this system requires more documentation & procedural activity for doing transactions?



The study reveals that a majority of the rural people, who are aware about m-commerce in rural areas, feel that this system of doing transaction do not require much procedural/documentation activity.

CONCLUSION

The study on topic 'Adoptability of m-commerce in rural areas' reveals that most of the rural people is coming forward to perform their transactions through m-commerce just because of now they are having improved network connectivity, having smart phones/laptops, internet banking and having low cost oriented internet data. They are ready to adopt the technological advancement to meet out their taste, styles and fashions and to avoid the rush in the physical market. They are going to get all tastes, styles, fashions as

the urban people get/have. Due to M-commerce the time of rural people is saving and due to less expensive it is more beneficial to rural people.

No doubt that presence of M-commerce has improved the way of conducting the business and it is growing in rural India due to heavy growth of financial area and due to rapidly increase in number of buyers of smart phones. But at the same time as we all know that India is a country of many different languages where merely 4% of people know very well about the English content and m-commerce provides the services in only one language i.e. English. If M-commerce uses local language for tapping the users, this will not only ensure quick adoption by the

customers but will be an instant success in the market.

Secondly, Though the people of rural area now they are getting improved network connectivity, having smart phones/laptops, internet banking and having low cost oriented internet data yet another side they have to face a lots of problems in terms of Authentication/OTP/message getting problem, connectivity problem, payment problem etc. By reducing such kinds of problems and providing a better quality of services in not only the rural areas but in all over rural areas of country will bring certainly benefits to everyone.

LIMITATIONS

Every study has some limitations. This study has also some limitations which I had to face during the time of collection of primary data. Some of them are as follows:

- 1) The study has been conducted in the selected rural areas. So conclusion drawn from their responses might not reveal 100 % correct and might not be applicable for all rural areas.
- 2) Due to low level literacy and understanding power of people in the rural area, the response of them may not be 100 % correct.
- 3) As all the primary data has been collected through questionnaire, there is a chance of manipulation of answer by the respondent, sometimes people hesitate and sometimes people exaggerate the information.
- 4) Depth study might not be done just because of time constraints to the researcher.

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