Using of Mobile Banking Applications to promote M-Commerce: A Sustainable Marketing Strategy

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Abstract

There has been huge development seen in M-Commerce application over the few years in India. For faster and more efficient transactions, buyers are switching to M-Commerce. M- Trade is in huge demand as it is easily incorporating in this innovative market .When we talk about cell phones these days; they are not utilized for sending or receiving messages. It has become as source of exchange and online trading business. An effort has been made in this workto ascertain the various elements that affect the reception concerning M-Banking in respective of M-Commerce. The tremendous growth in the mobile devices in India reveals that the majority of Indians have adapted to cell phones and its innovations. Using a portable device is not restricted for calling, informing, and recreations but it is being practically utilized by an individual, private, business or any other entity. Due to security concerns and attentiveness, most people conduct M-Commerce through E-trade. Article sheds light on the future of M-commerce, challenges, and numerous uses of M-Banking and various schemes launched by RBI and Government to promote M-Commerce with Mobile Banking.

Keywords: M-Commerce, E-Commerce, Innovation, M-Trade, M-Banking.

1. Overview

Many thought that the 1980's was the period of personal computer technology, while the 1990s were the decade of e-commerce and the Internet, marking the start of the twenty-first century is symbolized by the emergence of computing on mobile devices. The term "m-commerce," or mobile commerce, (Qingfei 2008) is basically a subset of Online shopping (Sharma, 2009) and a expansion of online shopping

(Wakefield & Whitten, 2006) carried out in a wireless setting, particularly online (Turban & King, 2003). Electronic commerce is logically followed by mobile commerce (Mahil, 2008 & Au, 2007). M-commerce has grown in importance as a research area for online retailers. When the Global Mobile Commerce Forum was initially released in 1997. The word was created by Kevin Duffey "M-Commerce," which stands for "Mobile Commerce." wireless network technology's ability to bring electronic commerce and transaction capabilities right into the hands of customers anytime and anywhere. The term "m-commerce" describes the use of wireless technology in the online buying and selling of products and services, such as PDAs and mobile phones (Chaffey 2007). Utilizing mobile devices, like devices, PDAs, smart tablets, and mobile phones, to use the wireless application protocol (WAP) to access banking networks for Financial services are referred to as cell phone banking, or mobile banking (m-banking) (Shaikh & Karjaluoto, 2015).

The subset of e-commerce technology known as "m-commerce" refers to transactions made online using mobile devices (Sujata Deshmukh, Prashant Deshmukh).Mobile hand technology is a subset of e-commerce that is more affordable, more flexible, and more effective for its customers, but it differs in that it makes use of wireless technology, claims K.S. Sanjay (2007).

M-commerce has investigated and demonstrated potential issues with mobile commerce. They made an effort to highlight the advantages and drawbacks of wireless technology (Tandon, Mandal, and Saha). More interconnected circumstances that allow mobile device carriers to stay connected everywhere and at all times are ideal for m-commerce (O'Dea and Abraham, 2000). Furthermore, some scholars describe m-commerce as a financial transaction made using a mobile device to exchange goods and services (Turban et al., 2004; Wei and Ozok, 2005).

M-commerce focuses on data-driven business transactions and value exchanges between consumers of wireless networks and mobile devices (Cronin, 2003; Feng et al., 2006). Mobile commerce (m-commerce) has investigated and showcased potential issues within the field. (Tandon, Mandal, and Saha, Jagwan et. al. 2023) They had attempted to highlight the advantages and issues associated with the use of wireless technology.

Telecommunications corporations have recognized the promise of m-commerce and made considerable investments in its development. In certain countries, more people own mobile phones than utilize the Internet combined. By 2019 (Statista) there will be more than five billion mobile phone users worldwide.

Mass-market smart phones, the ease and engagement of internet shopping into the real retail and mortar world thanks to quick connections and feature-rich applications. While on the go, customers may do price comparisons, search for goods and services details, Find merchants, download and save vouchers, explore, and buy tickets, merchandise, and services. Retailers, transportation companies, and other service providers are increasingly embracing mobile technology to improve the customer experience, even though infrastructure rollouts of contactless point of sale (POS) machines are no longer preventing service acceptance. (The 2015 Mobile Economy)

1.1 Smart phones

Smartphone's have become an indispensable part of our daily lives. A Smartphone is defined here as a mobile phone with an operating system (e.g. Apple iOS, Android, Windows Mobile, Palm or Blackberry) that offers internet connectivity and allows the user to install apps, or small-sized applications. This should not come as a surprise as mobile smart phones are quickly becoming the most popular and widespread form of communication society has to offer. Aubrey and Judge (2012) see "Smartphone-enabled, connected consumers" as the drivers of the Omni-channel, noting that "they do not care whether they buy online, via mobile or in-store as long as they get the product they want, when they want it at the right price" (p. 33). According to the International Telecommunications Union (ITU), a United Nations agency that conducts statistical data on Information Communications Technology (ICT), mobile device usage has grown at an amazingly fast rate in the past 10 years. With this has come a giant leap forward in the proliferation of smart phones and their use to access the internet. As current mobile trends develop, it has become apparent that mobile smart phones cannot be ignored in marketing research initiatives any longer. As far back as 2003, Le-Marie Thompson wrote a journal article entitled „Death of Landline, " where she analyzed this exact phenomenon. Beyond the fact that almost all adults in the developing world own a cell phone, Thompson identifies that the one "group that

is fostering this shift towards mobile phones is young adults" (Thompson, 1). An increasingly significant and growing portion of society use Smartphone's as a primary way to access the internet, check their emails, and respond to surveys.

1.2 Mobile-Commerce Applications

Mobile apps are a significant aspect of m-commerce; Whitfield (2013) estimates there were 1.2 billion people worldwide using mobile apps at the end of 2012, if figures continue to grow at a constant rate of 29.8 percent each year, there will be 4.4 billion users by the end of 2017. Mobile apps have a huge potential market, Portio Research (2013) predicts that there will be more than 200 billion app downloads per year by the end of 2017, with revenue reaching 63.5 billion US dollars. It has been noted that in some countries app users spend more time connected than mobile site users, which includes apps for e-tailing companies such Amazon and eBay (Comscore, 2012). Furthermore, these e-tailers are finding that consumers are willing to use Smartphone apps to enhance their shopping experience (Nielsen, 2012). Mobile apps have become a more acceptable way to conduct mobile commerce than mobile sites (Compuware, 2013). The adoption of mobile apps will have significant influence on m-commerce.

Today, mobile application (App) is a new emerging mobile technology and has been widely used. This new mobile artifact not only overturns the traditional business model of mobile industry, but also creates new avenues of mobile market opportunities. Mobile applications, or "mobile apps," are transforming the retail world. In this new environment, "unless conventional merchants adopt an entirely new perspective – one that allows them to integrate disparate channels into a single seamless Omni-channel experience – they are likely to be swept away" (Rigby, 2011, p. 26). The "apps culture", as one industry watcher explains, is one growing to the point that "if you haven't embraced it yet, you probably will, since ultimately every Smartphone user on the planet is expected to buy into it" (Johnson, 2010, p. 24). Origins of the „app economy" can be traced back to the launch of the i-Phone in 2007 followed by the App Store in 2008. Since then, the global market for apps has been growing at unprecedented rates. Analysts estimate app downloads have increased from $ 24.9 billion in 2011 to $ 81.4 billion in 2013. This number is expected to rise up to $ 310 billion by 2016. The App Store was one of the first commercially

successful digital distribution platforms because it challenged the monopoly of the „walled garden" through which mobile operators controlled content.

1.3 Mobile Commerce Apps and India

India is a source of enormous demand for apps. Even though smart phone penetration is estimated at just 10 percent of total mobile users India experiences 100 million downloads per month placing it amongst the top five regions for Google Play, the official Android app store. App distribution in India is therefore, dominated by international app stores such as Android's Google Play, Nokia' s Ovi Store and Apple's App Store. This is in sharp contrast to other Asian economies such as South Korea and China where local app stores play an equal, if not greater role, in the dissemination and payment of apps than their international counterparts(Salz p. 2014). Affordability of mobile data is another key factor driving this trend. According to the International Telecommunication Union (ITU), India is one the countries for cheapest phone plans with data. India also represents an opportunity at the "Bottom of the Pyramid" users due to the huge potential demand for affordable smart phones and apps from this segment. Unlike developed markets where the Android/Apple duopoly on the OS level is firmly established due to the high penetration of Apple i-Phones and Samsung smart phones, India offers space for other operating systems, particularly those that are designed to operate on lower-end devices(OS platforms such as Symbian still enjoy significant market share in India(Saxena,2014).

India's Top 10 E-Commerce Mobile Apps

Mobile APP	User reviews	Average Rating
Flipkart	1.2 Minute	4.2
Myntra	282,000	4.0
Amazon	294,000	4.1
Snap deal	738,000	4.2
Paytm	731,479	4.3
Ola	178,744	3.9

Uber	239,993	4.2
Jabong	99,369	3.9
Shop Clues	99,614	3.9
Meru	35,434	3.8

Source: Google Play Store 2015-16

Statement of the Problem

Mobile commerce is changing the ways and rules to do the transactions and business. Mobile commerce is not only providing timely services, convenience, personalization and ubiquity but on the whole it is offering value for money to the consumers. The use of mobile phones by youth has stirred a plethora of research in different fields. Indian mobile users have high disposable income and young consumers known as Generation Y primarily uses the phone as they are very tech-savvy. Recent applications show the huge acceptance and success of mobile commerce amongst youth (Panneerselvam 2013). The Mobile communication has attracted by youth, and quite often in a narrower subset of young adults, that is, the university students (Economides and grousopoulou, 2009; Haverila, 2013). This gives birth to the question that, where is India placed at this situation? With rapid increase in the number of smart phones, average mobile data consumption per smart phone in India is expected to increase five times and account for 99 per cent of total traffic from mobile phones by 2021, The number of smart phone subscriptions in the country is expected to record a significant jump and touch 810 million by 2021.Young Smartphone users aged 15-24 years, drive the need for better data speed and data coverage and have a higher inclination to pay a premium for the same," according to a study conducted by telecom equipment manufacturer Ericsson This study explores the perception of young Under-graduate & Post-Graduate University consumers towards usage concerning M-commerce Apps and identifies m-commerce affects on consumer's purchase intention and buying behavior. Youth are positioned in a social environment of relationships, expectations, rights, and power, as Durham (2010: 116)

Rationale of the study

Purchasing products and services via a mobile phone, utilizing a mobile coupon, mobile banking, and mobile ticketing are all included in the broad category of mobile commerce. It has a lot of promise given the extensive usage of mobile devices and the changing way of life of Indians.

Past research on m-commerce/mobile technologies have been undertaken either locally in Malaysia (Marthandan, 2009) or China (Park & Yang, 2007).

Adoption models were developed in this research to forecast the uptake of mobile technology by consumers. It's interesting to note, nevertheless, that these studies have demonstrated that the model suggested is specific to their nation and that it should also be evaluated in other nations. According to Jacob and Isaac (2008), one of the main factors contributing to the growing number of smart phone purchases is university students. Predicting Young (18–25) Consumer Decisions to Use Mobile Commerce in the Context of India has received relatively little research to date. Consumer decisions to adopt mobile commerce in the setting of India. App economy in India has a bright future. India is home to the second-largest telecom network in the world. According to Nielsen Informate Mobile Insights (2013), the majority of mobile data users in India are under 25 years old. A brand is effectively positioned for a longer period of time when marketers target consumers at an early stage of consumption. People from Generation Y are youthful and full of curiosity. According to Butcher (2011), mobile phones are the most efficient way to connect with these youthful customers. Because they have a strong sense of adventure and a high spending power, marketers try to target this consumer niche. For this reason, it is imperative that marketers understand Generation Y in order to use effective mobile marketing techniques to draw in this demographic (Campbell, Fauth, Silsbee, & Geraci, 2000).

Review of Literature

A search was conducted on electronic databases such as Elsevier, Emerald, Science Direct, Google Scholar, and others, which collectively contain most of the body of work by reviewing the existing literature on organizational and management studies in order to evaluate the corpus of work. The search terms employed in this analysis

were "m-commerce drivers," "buying behavior," "perceived trust," "ease of use," and "attitude toward use." Both combined and individual construct searches were conducted.

The main points and conclusions of every study paper were taken from the publication year and arranged chronologically, as shown below.

Sanjay Narayan Sinha, Dr. Gautam Tanty, Rashmi Ranjan (2019) this study provides a background While e-commerce provides a large selection, easy delivery options, and a wide range of products, mobile commerce (M-Commerce) provides a mobile phone platform for online transactions, indicating the potential growth and expansion of M-Commerce in the coming years.

Debarun Chakra borty (2018) the existing status and future prospects of mobile commerce in India are discussed in this paper. The study finds the variables influencing the uptake of mobile commerce in India, where most people use m-commerce to exchange goods and services, as well as the development of m-commerce applications in that country.

Tanushree Chauhan, Prof.Pankaj Dalal (2014) This study provides the various scopes and advantages that Mobile internet has given businesses new opportunities as well has how innovation and up gradation has been the key for growth of M-Commerce in near future

Amandeep Kaur (2019) The study provides the information about the technological up-gradation and innovation in the field of M-Commerce, study finds that how M-Commerce and Business are Correlated to each other and as the evolution and changes in telecom sector 3G, 4G spectrum the chances of growth for m-commerce in near future is very high

Dr. Kiran Chana (2016) the opinions of female consumers on their daily use of mobile apps and M-commerce are included in this study. The majority of the women supported using M-commerce in their everyday lives. This study focuses on primary data from randomly chosen women who use M-commerce in Chennai City. Questionnaire based on five point Likert scale

Chandan Gupta, Prof. Anil Chandok (2016) the study focuses on M-commerce platforms because of the growing need for M-commerce applications in India. The

findings show that although M-commerce has entered the Indian market, it is still in its infancy and is developing their daily. The primary barriers to the expansion of M-commerce are a lack of user confidence and expertise.

Aifaz A. Saikh, Richard Glavee Geo (2023) This research, which is based on the SOR (Stimulus Organism Response) Model, shows how money services support the transition from traditional to mobile money services and serve as a consistent force behind the inclusion of all people in digital finance.

Elena Higveras-Castillo, Francisco J. Liebana, Cabanillas (2023) The UTAUT-2 m-commerce model served as the basis for this study, which found that major socio demographic factors had little bearing on behavioral characteristics or intention in both population segments from developing and developed countries.

Thembekile O. Mayayise (2023) study's foundation was PRISMA. The research's conclusions show that seller reputation, product reviews, price, and the accessibility of profile photos had a significant impact on the adoption of m-commerce, the context of trust, and the shortage of empirical studies on the C2C market**.**

Rahul Yadav, Vivek Kumar Singh, and Prabhat Ranjan Singh (2015) The study, which concentrated on artificial intelligence, discovered that automated applications still need to test the advanced machine learning capabilities of advanced automated networks. These characteristics include fast transmission, high dependability, and low latency.

Irfan Achmad, Firmansyah, Rahmat Yasiradi, Rio Gentur Utomo (2021) the adoption TAM Model and its effect on m-banking adoption served as the foundation for this study. The impact of self-efficacy on attitudes toward use, perceived ease of use, and perceived credibility, according to the findings, has a significant effect on the adoption of mobile banking

Anine Holt Moenpetersson, Sanchit Pawar, Asle Fagerstrom Qualitative Research (2023), study based on m-commerce and its impact with Chat bots, findings states that Emojis, human personalities, helpfulness, and courteous communication styles all improve the user experience of banking chatbots for customers.

Issam Alhadid and Evon M. Abu-Taieh from Sabah Abu-Tayeh (2022) looked on the effects of UTAUT, TPB, and TAM on the uptake of mobile banking. The most

significant variables, such as effort and performance expectations, may be used to forecast Jordanian clients' future intentions to utilize mobile banking.

The goal of the research project by Mohammad Wasiq, Amar Johri, and Prakash Singh (2022) is to find out how m-commerce might benefit from the use of ANOVA, Bivariate Regression Model, and Personal Economics. The results show that safety and convenience of use were the two most significant determinants of m-commerce users' usage of the services.

Alejandro Valencial, Luis German, Ruiz-Herrera (2023) the author use technology adoption model, theory of planned behavior were utilized to determine the various drivers of m-commerce findings of the research states that Attitude Towards use, Usage intention, Trust, Perceived usefulness are the key drivers of technology acceptance for m-commerce

Eshatir Radiat Godhuli and Shahedul Hasan (2023) The study's findings, which the author presents using the technology adoption model and partial least square structural equation modeling, demonstrate that users' intents are positively impacted by perceived trust, enjoyment, and simplicity of use.

Hela Ben Abdennebi (2022) the study's conclusions show that perceived security, happiness, and trust were important factors in the acceptance of mobile banking. The author presents these findings using a technological adoption model and partial least square structural equation modeling

Luis Gutman, Fernando Santini, Tiago Oliveria, and Cataria Neves (2023) According to the research's Meta analysis, the intention to use m-banking was largely influenced by factors like perceived utility, ease of use, security, and trust.

Mumtaz M. Debei, Yogesh K- Dwivedi, Omar Hurjan (2022) the author used stimulus organs response as m-commerce model and structural equation modeling technique was used for measuring the impact findings was Crucial Suggestion provided to decision-makers within the mobile telecommunication industry from a useful perspective stand point

Manisha Sharma, Shubhojit Banerjee , Justin Paul (2022) Attention, Interest, Desire, Action AIDA model was used along with structural equation modeling SEM,

findings states that Neural Network Increasing tendency has positive influence on social media which is positively affecting the cognitive level of the consumer

Aijaj A. Shaikh, Richard Glaver-Geo, Robert Ebo Hiason (2023) the results of a stimulus organism response model (SOR) study show that the main elements influencing the adoption of mobile banking are the mobile agent's credibility, service quality, and client empowerment.

Elena Higueras Castillo (2023) the author used UTAUT-2 model to determine the variations in M-Banking adoption the findings of the paper were Demographic Variables, Influence, Intention and Behavioral Variable were the key point of difference for the adoption of m-banking

Frank J. Van Centhe, Cedric Sueur, Julie Vallee, and Giovanna Fan cello (2023) The Ecological Momentary Assessment method was employed to identify the factors influencing M-Banking adoption. The paper's conclusions were parking and leisure activities are crucial to a person's mental health.

Zhang Tao, Zhang Li, Chen Ding Jun Model Parameters (2023) Second Multiplication Curve Fitting model was used to find out the variables finding of the research states that the Preventing increase model's accuracy is excellent

Vandana Ahuja, Deepak Khazauchi (2016) in these paper two models UTAUT, TAM was used in order to find out the variables which affect an impact how mobile apps are used. The paper's conclusions were A person's personal online worth and level of finances are two more moderating factors for the impact of mobile apps.

Hua Li and Shan Du (2019) The TAM Technology Adoption Model was utilized to ascertain the necessary conditions for the deployment of M-Banking. The results show that adoption and upgrading are required to raise customer happiness and provide a better service system.

Shivganga Maindargi, Pritam Kothari (2020) Technology adoption model was being used by the authors in their research TAM to ascertain the various factors which are responsible for growth of retail banking the findings of the research states that Growth and Success of the Retail depend on the banks' capability and aptitude to handle obstacles and make the most of chances

Susanto Hery Purnomo (2023) the author employed structural equation modeling to ascertain how the general public will be affected by the introduction of mobile banking. The research study concludes that there is a positive indirect relationship between customer happiness and the mobile banking services' e-commerce offerings.

Gayathri.S, Buvaneswari (2020) the author used Technology Adoption Model and the variables were examined using structural equation modeling to determine how different factors affected the uptake of mobile banking. The study concludes that customers were more influenced by service quality to use mobile banking

Orkida Illori, Kreshnik Bello (2014) Technology adoption model was used to find out the various aspects of m-banking adoption. The study finds that Adoption and Implementation with innovation is the challenge of the banks in today's scenario which needs to improvised and upgraded

Vaggelis Saprikis, Giorgos Anlogiaris, Androniki Katarachia (2022) the author uses UTAUT, UTAUT-2 model and the application of structural equation modeling for analyzing variables , finding of the research states that Better understanding with customers, strategies should also be formulated in order to be benefitted in near future in terms of adoption of M- Banking

Martin Vejacka, Tomas Stofa (2017) the adoption of M-Banking by customers is influenced by a number of characteristics, including perceived security, trust, and attitude toward adopting the technology. These variables were identified using the technology adoption model. The adoption of electronic banking is positively impacted by behavioral intention to use.

Adi Alsyouf, Abdulwali Lutfi (2023) the study's findings suggest that health organizations' adoption of personal health records is aided by perceived ease of use and intention to use. A structural equation model was used to determine all of the variables that could affect how simple it is for people to adopt mobile banking.

Ddamulira Vincent, Dr. Ariyo Gracious (2023) the author uses SPSS In order to examine the variables, the study's conclusions were Participation in trade associations, inventive methods, and invention and awareness can all support electronic banking, which will be advantageous in the long run

Objectives:

- To determine the factors that contribute to M-Commerce's popularity using M-Banking Apps
- To illustrate M-Commerce's future in India
- To determine India's M-Banking Challenges
- To determine the current M Commerce needs with innovation
- To examine the current state of mobile commerce and its potential expansion in relation to mobile banking.

RESEARCH METHODOLOGY

Research Methodology is a tool or technique used by the researcher to complete or achieve a specific objective related to their research areas. It includes the sources from where the Data has been gathered by the investigators that is Primary and Secondary data respectively. Research used in this paper is exploratory and descriptive research and literature review and government sites have been used for secondary data.

Factors responsible for growth of M-Commerce with M-Banking

- The finance sector, comprising major financial institutions, banks, stock market players, and share brokers, is highly reliant on mobile commerce. Whenever a customer needs money or wants any type of banking or finance-related service, they can register for or access services via phone calling or Short Message Services (SMS). A user can transact, transfer, or pay a bill from its bank account by utilizing mobile commerce services. Furthermore, banks provide customer service that is available via phone around-the-clock.
- **Telecommunication Sector:** The business sector is being compelled by the increasing popularity to create a new, widely accessible platform for commerce. Due to its distinct features, mobile commerce has seen a huge increase in traffic. The user has the choice to transfer to any bank or financial institution if they are unhappy with the service they are receiving from the subscribing company or if they discover a better deal elsewhere institution or bank.
- **Service/Retail Sectors**:Retail and service industries are also among the top

industries that have benefited the most from mobile commerce. M-Commerce has been extremely beneficial to these industries. Numerous business transactions, regardless of size, are concluded using mobile devices. The customer would be able to schedule the order, hire a carrier or courier service, and most importantly, pay the associated fees via mobile.

- **Information industry:** To provide IT specialists with training in this area, a distinct industry has emerged. Mobile commerce has been widely used in the IT industry to provide a variety of information on a single portable device that is considered "mobile," such as traffic updates, sports scores, financial news, and stock updates. In spite of the enormous appeal of mobile
- **Ease Purchase and Delivery:** The uniqueness of Cell phones convenient sound players and video players. The availability of M-Commerce has made it easy for consumer and supplier both to purchase and supply goods whenever they want from any place. Goods and services can be supplied and delivered easily
- **Quickness**: M-Commerce has provided the quickness mode approach. Every consumer want quick delivery and as a dealer you want quick response for your exchange. So with the evolution of E/M-Commerce the facility of quickness has arrived which is the key for any consumer or supplier.
- **Pervasive approach**: Online purchasing has the benefit of being more convenient, while mobile commerce has the advantage of being widely used. As M-Commerce is not only used in India but also outside the geographical territory. M-Commerce can carry out online exchanges in various geographical areas.
- **Cheap 4 G Services**: Availability of Cheap 4G Services and Exchange of cash to different banks. Now day's various telecommunication sector has been emerged there is a cut throat competition amongst them as a result of it the customer get 4G Services very easily or consumer can afford such facility very easily, which helps in ease exchange of goods and services.
- **Wide Achieve Capacity**: Mobile Gadgets or advanced mobile phones give moment availability to their clients as it has wide achieving capacity as it is not only related to one specific domain but also having wider reach in other domain also. It is only possible because of M-Commerce and it's up gradation.

- **Innovation and up- gradation**: Innovation and Up-gradation is the key for any business organization as this is the pillar in 21st century which has emerge tremendously over the past whether it is e-commerce, m-commerce and many more.
- **Time Efficiency**: The main advantage ofM-Commerce it provides time efficiency to every consumer at the time of purchasing of goods through online shopping which will increase the perception of consumer towards online shopping as M-commerce saves time and cost at the same time.
- **Improved Organization Performance**: The other benefit of M-commerce is that every organization should improve the organization performance by adopting E-commerce in their organization as it has a significant impact on raising staff performance and morale.

Challenges in M-Banking

- **Lack of Awareness and Personal touch**: The biggest challenge in M-Commerce is that most of the people are unaware about the usage and benefits of it. As well as the people feel very inconvenient in shopping as they are not having face to face interaction while doing shopping online as they feel it very inconvenient.
- **Accessibility**: Accessibility is also a major concern in M-Commerce as it is available in urban and semi-urban areas but its usage is not known to rural people hence it is lacking somewhere with this reason.
- **Integrity**: As we all know integrity is the key for survival and growth of any business organization but sometimes it becomes very difficult to manage all the things once a while like flexibility, easiness and many more.
- **Data Availability:** Another challenge of M-Commerce is that the companies don't have accurate data of the people as there so many sources from which people tries to communicate as it becomes very difficult to maintain the accurate data of the customer.
- **Governmentlaws**: There are certain tax impositions which have been levied by the government which discourage the m-commerce business in various respective domains. As the changes are very frequent and affects the working of every business organizations.

- **Quality**: Quality is critical to the survival, growth, and expansion of business as every business should have to be quality conscious specially m-commerce. But always it is very difficult to maintain the same quality every time as customer also have other options available and different consumer have different mind sets regarding this.
- **Identity verification of consumer**: The challenge for m-commerce business is that the identity of the customer becomes very difficult as to identify each and every consumer is using different sources to book their goods and services it is very challenging to some extent.
- **Unaware about government policies**: Most of the businessmen are not aware about the certain policies and schemes of government recently launched for the promotion of m-commerce sector like 5G launching, Digital campaign etc.

THE CURRENT STATE OF M-COMMERCE IN INDIA

It is projected that the Indian online market will increase to US$ 200 billion by 2026 from US$ 38.5 billion in 2017. The e-commerce industry has grown significantly as a result of increased internet and Smartphone usage. India has 604.21 million internet users as of December 2018, and by 2021, that number is predicted to rise to 829 million. . By 2020, it is expected that India's internet economy would have grown from USD 125 billion in April 2017 to USD 250 billion. India's e-commerce revenue is expected to grow from US$ 39 billion in 2017 to US$ 120 billion in 2020, or a rate of fifty-one percent annually.

RBI'S METHODS FOR M-BANKING AND M-COMMERCE.

- Banks that possess a license, are supervised, and are physically present in India are authorized to provide mobile banking services. Mobile banking services can only be offered by institutions that have put in place core banking solutions.

- The services will only be available to bank customers and/or those who own debit or credit cards issued in accordance with the current guidelines of the Reserve Bank of India.

- In order to provide this capability to their customers, Banks may also use a business correspondent that has been appointed in compliance with RBI guidelines.
- Mobile-based banking services would be subject to the Reserve Bank's suggestions on "Anti Money Laundering (AML)," "Know Your Customer (KYC)," and "Combating the Financing of Terrorism (CFT)," as they are altered from time to time. Suggestions on "Anti Money Laundering (AML)," "Know Your Customer (KYC)," and "Combating the Financing of Terrorism (CFT)," as they are altered from time to time.
- In order to promote their mobile banking registration and activation procedure, as well as its usage, banks may also run customer education and awareness campaigns in many languages via various communication channels.
- A strong clearing and settlement infrastructure that runs around-the-clock is required to achieve the goal of a national mobile banking framework that facilitates interbank settlement.
- According to the Payment and Settlement System Act of 2007, bank and non-bank businesses wishing to implement such systems, whether bilateral or multilateral, must obtain permission from the Reserve Bank of India.

SCHEMES AND POLICIES

- Digital India program, Unified Payment Interface (UPI), GeM, etc., have been important contributory reasons to the growth of E-commerce in recent years, it noted.
- Through the use of sponsored media, merchants can increase income by using an m-commerce advertising campaign to increase brand awareness, customer loyalty, and eventually sales.
- Ed-tech, hyper local, and food-tech are some more emerging e-commerce areas. The ONDC network was founded by the Indian government in 2022 with the intention of democratizing e-commerce by providing MSMEs with equal opportunity to thrive in the digital economy.

- The Ministry of Commerce & Industry established Niryat Bandhu @ Your Desktop, an online certificate program for export-import businesses, in September 2015. It is a part of the Niryat Bandhu Scheme.
- October 1st, 2022 will see the commercial introduction of fifth-generation, or 5G, services in India. Prime Minister Narendra Modi will make the announcement at the India Mobile Congress.
- The goal of Jeevan Pramaan is to digitize the entire process of obtaining a life certificate for pensioners. With this initiative, the pensioner is no longer needed to appear in person before the certification body or the disbursing agency. Since 2014, more than 685.42 lakh certificates for Digital Life have been issued.
- In July 2022, the MeriPehchaan platform—a National Single Sign-on (NSSO) system—was launched with the intention of simplifying citizen access to government portals. Together with NSSO, 4419 services from various Ministries and States were provided.

FUTURE PERSPECTIVE AND SCOPE

.M-commerce has a bright future ahead of it. The industry is having an impact on India's micro, small, and medium-sized enterprises (MSME) in terms of funding and technology. India's M-commerce market is predicted to overtake the US market by 2034 due to its quick growth. The expansion of m-commerce creates jobs and boosts export earnings. The government is also launching new schemes and policies for strengthening the e-commerce/m-commerce in India. The various schemes like 5G launching, digital India, PMSY and many more if such schemes are known than the growth, and profitability can be seen more in this sector.

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