

Welcome students to the unit Introduction to E Commerce and M Commerce module name advantages and disadvantages of M Commerce outline of the module will be discussing advantages of M Commerce and disadvantages of M Commerce.

Learning outcome students will be able to understand the advantages and disadvantages of M Commerce.

Following are the advantages and disadvantages of M-commerce.

Let us discuss Advantages of M Commerce.

First one provides easy store access, Mobile Commerce provides an easy store access as the customer doesn't have to go to the store to buy the products and they can have access to the products by utilizing wireless devices like mobile phone. In mobile Commerce customer don't have to travel to the store, rather they can just buy the products online, So with this it is helping them to decrease their effort. It helps them to save their money and save their time.

The second advantage of M-commerce better user experience, this is a most important user experience plays a very important role. Today people are well familiar with the how smartphones and tablets work and the customers are already known to navigate the desired products in several clicks.

The products which they want therefore, a smooth user experience equals a better convenience rates. An income they can share their experience with their friends and relatives rather they reduce can buy the product and thereby the income of the company can increase.

Third, one cost reduction and productivity, through reaching the customer faster rather than personally going to the shop here customers can reach to you faster with the help of a mobile app. Now, this can certainly reduce your marketing campaigns. You don't have to spend time on the advertisement you don't have to do publicity that much as everything will be done online through a device. It also simplifies the client

communication by utilizing a secured instant and a direct message. Lastly, it also cutdowns the cost, crew workload as they don't have to send information or request personally through the phone calls anymore.

Next month Attract new consumers.

Besides, mobile searches are one of the essential way that consumers are going to discover your website Here. There are higher chances that you will get more business through mobile Commerce as you can attract additional customers by retargeting. Now this will help you that you will get more customers the recent customer can also visit or you can also have a new customers and they can come back and buy your products which is helpful tool for your business.

It reduces need for skilled consumers. To use the mobile Commerce, you don't have to have a skill consumer. Anyone can make use of it. He should be able to use a search engine or online checkout processes, so there is no need of a skilled consumer.

Let us look at the disadvantages of m-commerce.

It requires a technology exists now anyone who want to use a mobile Commerce need to have a technology access. Having a mobile phone is not enough, he should be able to retrieve company information, should be able to provide information transmitting a sale order for it to be successful experience. Now if an app is used, he should be able to download an upgrade the provided information in order to access that information. That's how this is one of the disadvantages that he should have an access. The customer should have an access to the technology.

Next one each offers a lack of personal touch, despite using of graphics in depth product description consumer discount, it must be careful when using a mobile Commerce because there is no personal touch. A consumer cannot have a personal touch towards the product, first impression of a mobile website or attempts to become foundation of a customer because first impression is the last impression.

Even if you tend to try the customers the reality they will not be ready to listen because it's a first impression which plays an important role. Because there is a lack of personal touch, there is a fewer opportunity to reverse an initially or poor experience, and that's how that it is a disadvantage of M-commerce.

Next one, it requires a faith in the product even though it is augmented reality technologies healing, there is a lot of development which is taking place. Purchasing item on this platform. The customers will not have that much of faith. Now whenever customers are not happy with the product, they might want to change so the platform has to provide them an option. Unless there is a clear, concise, and valuable return option (or a try before you buy option) available to consumers, some products and services will see potentially lower returns than they do with in-person sales.

Next month it is highly competitive and marketplace now because iCommerce create a global marketplace. The amount of competition is enormous, many products are sold through M Commerce platform. Though you might be the only provider in your community, but to develop this or to build up on the online platform which will take a lot of time and effort, Consumers must find your quality through the white noise of everyone else saying they can do the same thing.

Next one it requests the app or a website to be working. Now only having a website or app is not enough, but it should work if your platform crashes or cannot be accessed for some reason, then where you're going to get the customer and your sales will go down. So you have to imagine the worst scenario and then you have to implement the mobile app which you are going to use for your business.

Next month every business has its own risk, now mobile Commerce is the growing field. A lot of investment in the field is become risky because every now and then technology changes day by day. Moreover, there is a less security for a wireless network and there are more chances of hacking.

Next, one smaller screen, as when you're buying from a mobile phone that is a smaller screen and there is a list, we would screen you less opportunity for the retailers to sell the products, because since it's a small screen it is not eye catching image and graphic design. Infact the amount of marketing collateral that can be delivered is reduced because of smaller screen.

Following are the references,

thank you.