



Changing Urban Shopping Trends – Prospects of Mobile Commerce in India – Impact on Urban Economy

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Abstract

Mobile commerce is rapidly overtaking e –Commerce as the dominant mode for online transactions in India. With over 50% of total online shopping orders coming from mobile devices India is witnessing as sharp rise in mobile commerce. Youth in India are going for trendy fashions stationeries computer such other article through mobile commerce. Mobile commerce has suddenly taken over from desktop / laptop shopping. Not only major cities but several semi urban towns & cities are also experiencing the impact of mobile commerce. But these trends are not without challenges. India is fast emerging as a major mobile commerce market. There is a strong need for efficient governance & supervision. This paper considers the growth of mobile commerce in India with special reference to urban cities & spot lights the impact on futuristic commerce trends in urban cities

Key words: mobile commerce, urban centers , growing influence , Future prospects

Introduction

Mobile commerce is rapidly overtaking e –Commerce as the dominant mode for online transactions in India. With over 50% of total online shopping orders coming from mobile devices India is witnessing as sharp rise in mobile commerce. Youth in India are going for trendy fashions, stationeries, computer accessories , & such other articles through mobile commerce. Mobile commerce has suddenly taken over from desktop / laptop shopping. (Prashant Varghese – E Commerce Trends in India- 2013).

While e – commerce is still growing in urban markets, the potential growth is coming from Tier 2 & Tier 3 cities . In fact for example , mobile commerce giant Myntra gets about 60% of its traffic from these second- and third-tier cities.

Reasons for mobile commerce popularity

The factors driving consumers in these regions towards mobile commerce are

1. Infrastructure- India is a mobile-first country. It does not have the infrastructure to



serve a billion laptops, but it is well on its way to serving data on one billion mobile phones mobile is the only connected device for many consumers in urban / semi urban & rural areas. (Prashant Varghese – E Commerce Trends in India-2013).

2. Affordability-With Android applications are swaying Indian society like never before. (Prashant Varghese – E Commerce Trends in India-2013). According to studies even the middle income & low-income bracket families are also wish to afford a smart phone , using it as an internet device. According to IAMAI, 65% of internet users are e-commerce customers. (Report On Growth Prospects & Future Of Mobile Commerce In India Lambert Academic Publishing 2014).
3. Access-Shopping outlets for Big brands like reliance , pepe jeans , etc are unavailable in semi urban & rural centers. These retailers as most common in urban areas .So the only way aspiring youngsters can buy their favorite brands of jeans and t-shirts is online.
4. Payment mechanism-Cash – on- delivery has opened up a whole new market for e-commerce in India . Credit cards are highly sporadic in India, but with cash-on-

delivery facility , the rural population is also able to purchase online.(Report On Growth Prospects & Future Of Mobile Commerce In India Lambert Academic Publishing 2014).

5. India is one of the largest mobile commerce markets in the world (second only to China). Smaller merchants are following in the footsteps of giants such as Snap deal , Flip kart and Myntra and adopting mobile commerce with al new innovative ways.
6. Indian as a major mobile commerce hotspot is switching over to adopting mobile which means to serve mobile shoppers properly. (Report On Growth Prospects & Future Of Mobile Commerce In India Lambert Academic Publishing 2014).

Challenges

Maintaining a good service is very much necessary as Mobile shoppers are very demanding and impatient. 57% users won't recommend and 40% users will turn to a competitor if they have a bad shopping experience on mobile. they will not wait more than 4 seconds for a page to load, and the conversion rate goes down by 7% for every second delay in page load time. what these statistics mean, is that mobile shoppers are very hard to please - and the efforts made to please them constitute "adopting



mobile". Here are a few ways in which merchants can adopt mobile.

Key for mobile shoppers

1. Fast page loads- Web visitors are increasingly sensitive to page load time. The youth tend to worry more about speed than color , layout , design & such other variants of the first page . A bad experience with speed can have a persistent effect on customer behavior.
2. Touch- friendly interface-The main driver behind the rise of mobile shopping has been the customer – not online stores. Customers expect everything to be mobile –ready, and it reflects badly on brands if they haven't geared up to face this challenge. It can be enough of a motive to push customers elsewhere.
3. Dedicated mobile sites and apps-online retailers can provide a better experience to its customers and, thus, trigger higher conversion rates . A well – built mobile app targeted towards the right audience can achieve outstanding levels of engagement.
4. Native capabilities: Mobile gives merchants the unique ability to integrate seamlessly with some of your smart phone's inbuilt features like Click-to-Call, Camera for Barcode scan, GPS for localized search and more. Taking advantage of these mobile only features can lead to some really

cool functionality designed to enhance the user experience

5. Mobile marketing- Mobile opens up new possibilities for engagement that were once closed to merchants. Analyzing customer activity on the app, retailers can send targeted push notifications, in-app notifications and email with product recommendations. A well-targeted mobile marketing campaign can lead to unprecedented amount of user engagement that was thought impossible before.(Mehak Sharma- M Commerce In India – The Next Level 2014)
6. Mobile marketing-Mobile opens up new possibilities for engagement that were once closed to merchants. Analyzing customer activity on the app, retailers can send targeted push notifications, in-app notifications and email with product recommendations. A well-targeted mobile marketing campaign can lead to unprecedented amount of user engagement that was thought impossible before.(Mehak Sharma- M Commerce In India – The Next Level 2014). Online merchants are well aware of the "go mobile or go home" e-commerce landscape, particularly in India. However they struggle to understand what adopting mobile means. It means a lot more than a responsive site. It means doing everything it takes to acquire, engage and retain mobile customers. Or they might as well



kiss these customers goodbye.(
Mehak Sharma- M Commerce In
India – The Next Level 2014).

Conclusion- thus mobile commerce is taking over Indian economy to higher altitudes. All these trends are not without challenges. India is fast emerging as a major mobile commerce market but the challenges of software system have to be upgraded. There is a strong need for efficient governance & supervision along with increasing trends in mobile marketing.. There is a strong demand for considering the growth of mobile commerce in India with special reference to urban cities & spot lighting the impact on futuristic commerce trends in urban cities policy formulators have to take right decision in a right time.

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