

## **CUSTOMER RELATIONSHIP MANAGEMENT**

### **M-COMMERCE IN DATA MINING**

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#### **ABSTRACT**

*Mobile phone customers are nowadays increased. People are not communicated only through voice. Recent user is using their handset to make purchases from retail stores, conduct personal Banking make reservations as well as to view sports, new programs and search the web. All over the world all are using this service. Now people have great interest in paying bills and banking transaction view wireless device. Mobile service provider used both prepaid and postpaid account subscribers to register and link their cash card with the mobile phone subscriber. Due to this easy to conduct mobile transactions for services and goods offered through this particular mobile service provider.*

**Keywords:** *M-Commerce, Network Technology, Service, Technology, Mobile Middleware.*

#### **I. INTRODUCTION**

Mobile commerce is the latest technology in the age of the new economy. It means making online transaction anytime, anywhere. Everything becomes very easy due to M-Commerce. To do M-Commerce one needs a mobile phone or personal Digital Assistant (PDA) connected to a mobile network operator. M-Commerce also termed as M-Commerce, Mobile e-commerce or wireless commerce. The emergence of E-commerce has caused a revolution in the commercial environment through fundamentally altering the end-to-end process of undertaking commercial transactions throughout electronic means-eg. Sending product order and invoice through the network.

With the rapid growth of M-Commerce, more and more organizations are rapidly transforming their capability to enable the delivery of mobile commerce. However, transformation is very easy, specifically in that “ the structures, processes and systems that organization is inflexible: they are incapable of rapid change.

#### **II. BUSINESS MODEL IN MOBILE COMMERCE**

A business model is a blueprint of the full business approach and plan, and it provides direction for business practices. Business models are used by organizations to help them to create value in the industry in order to achieve business strategies.

In order to adopt a successful business model for M-Commerce has to take into account:

- Essential capabilities
- The special features and limitations of mobile terminals and wireless network.

- The different setting, a situation and situations that people use their mobile.
- Internet e-commerce models
- Market needs.
- Other actors and player in the field

The entities of M-commerce are Mobile Businesses, Mobile consumers and Personal Networks.

**Mobile Businesses** essentially refer to service providers that a customer may need or want to wirelessly interact with for business-related purposes. E.g. some particular service delivery.

**Mobile customers** are two individuals that may need or want to wirelessly interact with service providers to procure some specific service for personal purposes.

**Personal Network** Communications setup owned and accessed by consumers and which form part of the end-to-end transaction.

### III. CHARACTERISTICS OF M-COMMERCE

**Ubiquity:** mobile phone full fill the need for real-time information and communication, in a way desktop PC, which are dependent on a user's location, will never be able to do.

**Convenience and Accessibility:** In the E - business world, people are forced by time and place. Not so in the M-commerce world where being placed PC is not a prerequisite for sending email, bidding on eBay, trading stock, or getting the latest sports results. The user can still maintain their privacy by limiting who has access to them.

**Localization:**The technologies like GPS (Global Positioning System) or TOA (Time of arrival) M-commerce will enable users to thrust, receive and access info and services exact to their location.

**Personalization:** The PC is frequentlyshared across multiple users, mobile devices are typically operated by organized for a particular user.

**Bandwidth and capacity:** Streaming audio and video abilities over mobile devices are attractive; current bandwidth and device limitations.

**The value chain:** wireless internet closely looks like the supply driven value chain that existed in the formative years of the wired internet.

### IV. MAIN ADVANTAGES OF M-COMMERCE

Wireless technologies provides online data transfer in many countries. With lower costs it provides several services. With the help of Short message service and the enabling of wifi connections. Developing countries most mobile services are prepared using stored value cards. The main types of e-commerce B2B, B2C, B2G and P2P. In developing countries mobile business applications, especially used by small and medium-sized companies in remote areas.

## **V. M-COMMERCE ENABLING TECHNOLOGIES**

M-Commerce wouldn't have been possible but for a tremendous upsurge in the development of various technologies which enables the data transmission over a mobile network.

It's categorized as follows:

- Network technology
- Service technology
- Mobile Middleware
- Mobile Commerce Terminals
- Mobile Personalization Technologies
- Wireless internet standards
- Privacy and Data Protection:

The need to protect personally identifiable data has received the attention of national policy-makers and international organizations for more than 30 years.

### **Regulatory issues:**

The business offer that M-commerce presents are convincing, capitalizing on these opportunities is deceptively complex. Implementing M-Commerce successfully involves increasing available wireless bandwidth, converting existing personal digital assistants and cell phones or internet enabled devices, and offering all of the internet. That has been so successful in the E-commerce.

### **M-Commerce Application:**

The main transaction of online shopping web sites directed through mobile phones and PDA which are equipped with browsing, selection, buying, and transaction. These sites have all essential shopping features, such as online registers, shopping carts and back office functions as currently available for desktop computers. Nowadays Top online booksellers are doing profitable activities for wireless devices. Another important m-commerce business is to initiate and pay for transaction in real time.

The other important one is about digital content delivery. Wireless devices can retrieve status information, such as weather report, transport schedules, flash news, sports scores, ticket availability and market prices, instantly from the providers of information and directory services. Digital products, such as MP3 music, software, high-resolution images and full-motion advertising messages, can be easily downloaded to and used in wireless devices when the 3G transmission technology becomes usable. The proposed arrival of better display screen and higher bandwidth will surely trigger and development of innovative video applications. This will help wireless users to access, retrieve, store and display high-resolution video content for a time of entertainment.

The last major application of m-commerce is telemetry services, which include the monitoring of space flights, climatological data transmission, video-conference, the Global Positioning System (Global Positioning System), naturetracing, camera control robotics, and oceanography. Thus, in the near future, wireless phones and appliances can be used by people to contact and communicate with various devices from their homes, offices or anywhere at

any time. For example, delivery drivers will ping intelligent dispensing machines or users can transmit messages to activate remote recording devices or service systems.

## Passive Applications

This type of application looks very exciting. For using Cash card for automatic toll charges, digital cash can be used by integrating cash cards with mobile devices. Mobile users can easily pay and record payment of toll, mass-transit, fast-food, and other transactions.

Nowadays all mobile phone users are using the short message service. With this possible to send 160 characters. Digital merges grow widely, such as e-mail, fax documents and digitized voice mail, can be received simultaneously.

This type of applications looks many and stimulating. Instead of using cash cards for reflex collection of toll charges, digital cash can be used by integrating cash cards with mobile devices. Mobile users can easily pay and record payment of toll, mass-transit, fast-food, and other other transactions

Nowadays, mobile users can send and receive short text messages up to 160 characters that show up on the user's display screen. As digital merging becomes more commonplace, all kinds of mail, such as e-mail, fax documents and digitized voice mail, can be received passively. Thus it is felt that in the near future there will be many novel services for mobile users for a fixed fee. Further on, users may be tempted for some services free of cost for viewing audio or video advertisement delivered to their wireless devices. Any kind of safety breach, illegal intrusion, unusual event or unacceptable condition will trigger automatic notification to users irrespective of location. Airline service is using this technology to give alert frequent air passengers regarding seat availability and upgradation, to note the changes made in the timing etc. its through mobile.

Passive m-commerce telemetry is the foundation of still another form of interactive marketing. Stores will be able to market their products and services by constantly transmitting promotional and inducing messages and doling out something towards getting the attention of both passersby and remote mobile users.

## VI. CONCLUSION

As M-commerce applications and wireless devices are evolving rapidly, one will take forward the other one towards empowering innovation, versatility and power in them. There are a number of business opportunities and grand challenges of bringing forth viable and robust wireless technologies ahead for fully realizing the enormous strength of m-commerce in this Internet era and thereby meeting both the basic requirements and advanced expectations of mobile users and providers.

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