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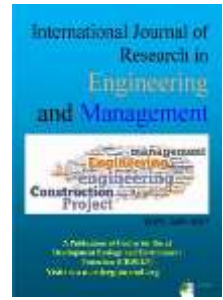
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Full Length Research Paper

Covid-19 Impact on Usage of M-Commerce: Online Payment Methods

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ABSTRACT

The modern era of Digitalisation has impacted every aspect of our lifestyle. From using credit cards for shopping online to making payments to a small food stall using online payment applications and UPI our reliability on M-Commerce has considerably increased over the period of time. After the outbreak of Covid-19 in 2019 there has been significant rise in the adaptation of M-Commerce in India. E-Commerce has been a part of our economy for a long time and the introduction of smart phones has raised Mobile Commerce practice in India. Mobile phones have eased the commerce; from online purchasing and selling, booking tickets to making online payments. Especially the youth section of society is significant to use the mobile commerce more for shopping and making payments. The target market for the Mobile commerce applications is the youth section. This paper has highlighted the growth factors and the impacts of Covid-19 on the usage of mobile commerce in India.

Introduction

There are many types of business technologies available on the information communications technology platform for the world market today such as social media, cloud computing, business intelligence and others. Current development of social media networks, e-commerce and most recently, Mobile Commerce is providing to be a strong contender against traditional physical shops. Internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. They can be thousands of miles apart, may belong to different parts of the world, might speak different languages, "E-Commerce" emerged as the boundary-less trade medium in the era of globalisation. Both e-commerce and mobile commerce have similarities in term of the commercialisation aspect (that is it an electronic business transaction process) but differs in terms of mobility capability platform. Mobile commerce is really, the extension of and the evolution of e-commerce. Thus, some definition may define both e-commerce and mobile commerce; especially on its features.

M-Commerce

M-commerce adds mobility and convenience to the Internet and creates a whole new set of opportunities. The portability of mobile devices offers new business applications outside the scope of fixed, desktop-based Internet offerings.

Mobile Commerce Life Cycle

Digital and contactless payment methods rise amid the COVID-19 outbreak

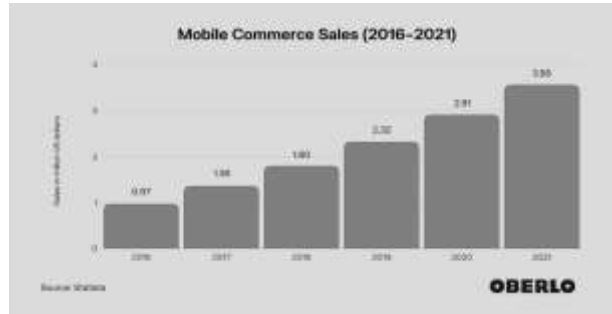
The corona virus outbreak is not only transforming the way consumers shop but also how they pay for their purchases. Contactless payments received an unprecedented boost during the pandemic, seen by consumers as a cleaner way to pay in-store. Consumers are also trying out new payment methods while purchasing from E-commerce websites, and favour those methods that have the strongest protection against fraud losses. (BHIM UPI, Google Pay, Paytm etc.). Overall, total payment volumes had decreased in 2020 due to losses in travel and in-store segments, but resumed growth in 2021 and benefited from the shift to cashless payments and online shopping.

Research Objective

The aim of this thesis is to study the effectiveness of mobile commerce in India and provide better understanding of the readiness level of Indians toward use of the mobile commerce and the impact it has created after the outbreak of Covid-19. The pandemic has expedite the transactions being contactless (without physical transfer of currency notes). The study aims to identify distinctive driving forces of emergence of mobile commerce by applying revised Technology Acceptance model and additional variables which will investigate the factors' affect on adoption of mobile commerce in India This thesis is going to help in developing a revised and well suited model to be applicable in mobile commerce context. The motivation for this research lies in understanding the dimensions of consumer behavior for adoption of M-commerce in Indian context especially post pandemic outbreak.

The graph clearly shows the increment in the M-commerce sales over the period of years.

Review of Literature



M. Sathyapriya, P. Manochithra (2020) A Study of Impact of E-commerce on India's Commerce

In the research paper the researcher targets at the growth factors of E-commerce and its impact on the commerce in India. E-commerce in India is destined to grow both in revenue and geographic reach. The paper stated M-commerce to be the fastest growing revenue generator that adds upto 70% of the total revenue of E-commerce. The main segment that contributes upto 70% of the usage of E-commerce is tour and travelling (E-ticketing). The challenges faced by E-commerce have been discussed as the lack of Internet network to the remote areas, slow transmission, language barrier, and lack of trust on online medium. The future of the E-commerce in India is promising and the estimated online retail revenue is \$100 million by 2022.

Satinder, Niharika (2015) "The Impact of Mobile Commerce in India: ASWOT Analysis"

It has been acknowledged in this research paper that the last few years proved to bring immense extension of wireless technology in India. Mobile Commerce (M-Commerce) has been a major part of it. The formation of Indian market and the introduction of wireless technology proved to be a pathway for people to use M-Commerce in our country. Because of the boom in rate of mobile phone usage and the Internet application it has been easy for the consumers to switch to the M-Commerce. E-Commerce has been more trusted among people and still people hesitate to use M-Commerce because of its complexity, security problems and payment issues. The focus of this study was to acknowledge the feasibility of application of M-Commerce in India with reference to its growth and opportunities keeping a check on weakness and threats in future. The enhancement in the technology from 2G-3G-4G now 5G has smoothen the path of M-commerce, with some suggestions like Security, proper data traffic control system and affordability of mobile devices concluded the paper. The researcher stated the factors of ease in use, accessibility, innovation and security of E-Commerce. M-Commerce, M-shopping, E-auction, E-education are new technological revolution.

Patil R. Abhijeet (2017) "Strength and Weakness of Mobile:- A study"

In this paper the author Commerce stated MCommerce to be the rapidly booming auxiliary for business transactions. The use of mobile phones has seen a considerable rise in the recent times, internet has given ease in carrying out business transactions for example- mobile banking, online shopping, E-ticketing etc. The modern days have given the organizations an opportunity for extension of their business viz. telecom, transport, insurance, health and baking sector on mobile phones. However, still a large number of our population feels anxious and difficult to transfer funds online and a thought that plays in back of their mind about being hacked or misappropriation of their money. Being not well known to the privacy policies makes them less likely to believe in Mobile Commerce. This paper signifies the facts that how the wireless technology is used by the M-Commerce and what factors are enhancing its usage as well as its shortcomings.

Jahanshahi A., Miraze A. and Asadollahi A. (2011) “Mobile Commerce beyond Electronic Commerce: Issues and Challenges”

The paper aims at showcasing the relationship between M-Commerce and E-Commerce and the applications of M-Commerce to earn profits and the expansion of business along with the brief definitions relating to the subject. The mobile commerce applications that are effective and easy to operate. These applications can be used for E-ticketing, Health, Education etc. The study also emphasized on improvement in UI and innovations in the M-Commerce Applications. It also showed the increment in the M-Commerce and E-Commerce users in India, Brazil and China in the tenure of the study.

Batra, D. S., & Juneja, D. (2013) “M-Commerce in India: Emerging Issues”

This research paper emphasized about technical problem related with M-Commerce due to its recent expansion in Indian market, it is quite difficult to analyse the problems that arise in terms of Security, safety etc. It also discussed the factors like Internet speed and the issues faced by the user and receiver in making payments online. It mainly focused on the M-Commerce in India along with it discussed the definitions of M-Commerce by Lehman Brothers, Forrester and Ovum. He mentioned factors that can bring a boom in M-Commerce like mobility, localization, personalization factor, immediacy, instant connectivity and also showed worry about security issue and internet speed that hampers the online purchases and payment. He gave a glance at the tremendous growth in the sales rate of smartphones.

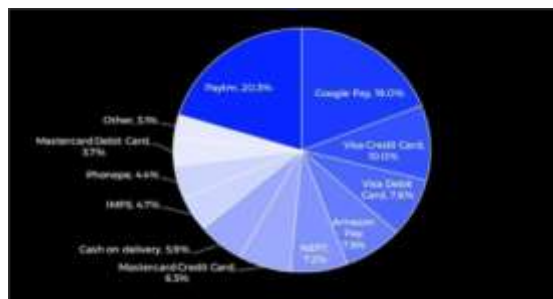
S.Muthukumar (2018) “Customer perception on impact of Mobile Commerce”

The thesis presented by S Muthukumar about the customer perception on impact of mobile commerce objected to examine the usage of mobile commerce in Chennai, to identify the consumer attitude toward mobile commerce along with the problems that are faced by the mobile commerce and the measures to eradicate the problems. The descriptive research is concerned with conditions, practices, structures, differences or relationships that exists, opinion held, process that are going on or trends that are evident relating to M-commerce. The research concluded that mobile application and mobile commerce has gone to pinnacle as one billion people use smartphones to go online every day and mobile shopping is trending as never before. Nevertheless the mobile commerce has to be bound to the legal framework by protecting interests of customer against system failure like connectivity, failed transactions, malicious entities to deny service etc.

Growth of M-Commerce in India (2017-2022)

Top Payment Methods by Percent of Total Online Spending

- Card: 29%
- Digital wallet: 25%
- Bank transfer: 20%
- Cash: 17%
- Other: 9%



The key insights into popular payment methods in India

- While CODs are the third most used method, they are ranked near the bottom in term on consumer preferences.
- Consumer preferences indicate a strong demand for digital payment methods.
- e-wallets are preferred to credit cards when consumers are given the option.

Digital Payments are getting unambiguous attention but Cash can't be ignored

The launch of UPI 2.0 (Unified Payments Interface) in 2018 led the foundation of e-wallet expansion; Google Pay, WhatsApp Pay, PhonePe, and the leading platform Paytm. The result is that digital wallets are getting unambiguous

increment. However, in the Indian economy cash cannot be ignored as COD (Cash on Delivery) still remains in the top notch popularity. Thus, the whip-smart businessman provides a variety of payment options to the customers.

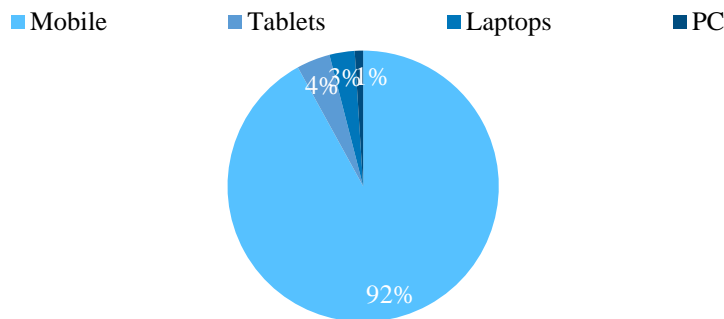
Methodology

The study is based primarily on data collected through questionnaire designed to acknowledge the impact of Covid-19 on the online transactions and the utility of M-commerce . Several Research paper were analysed and the data (secondary data) was precisely refined to make the impact of the study more enhancing. The data was collected by the help of studies carried out on M-Commerce in the recent times.

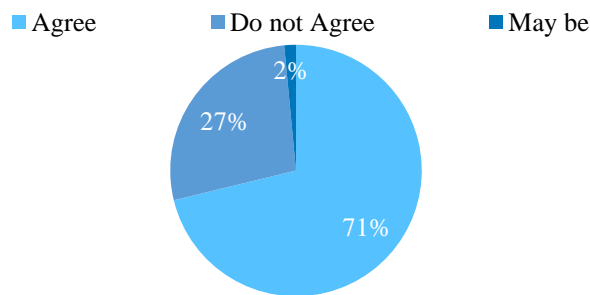
Analysis and Findings

The respondents were asked to give their valuable responses on the questionnaire designed by the help of Google Forms. The questionnaire was designed to find out the actual reason of the respondents to switch to the online payment methods specifically because of the technological impact or because of the pandemic outbreak. Total of 100 responses were recorded to find the conclusive evidence to measure the actual reason of people switching to the M-Commerce (Online payment methods) and the impact of Covid-19 on the application of M-Commerce.

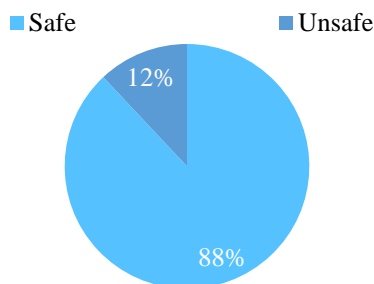
- 92% of the total respondents use Mobile phones over tablets and laptops for performing Online transactions.



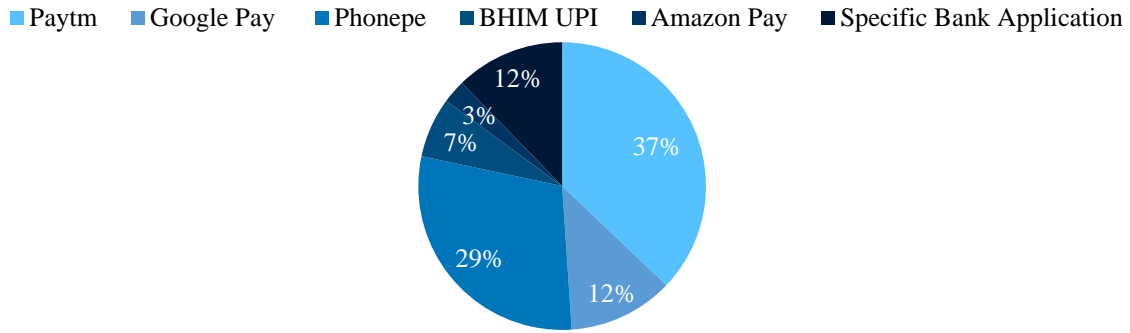
- 71% respondents agreed that Online transactions helped them staying protected against Covid-19 during pandemic period.



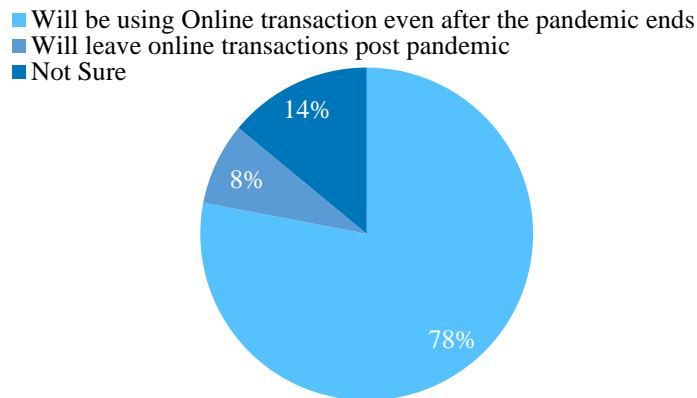
- 88% respondents found the Online transaction platforms like Paytm, Phonepe, Google pay and BHIM UPI to be safe, secure and convenient.



- Majority (36%) of the respondents agreed using Paytm and finds its interface more user-friendly compared to others.



- 78% respondents agreed to be using Online platforms for the payment even post pandemic period.



The pie charts above shows that 100 responses were recorded from the age group between 18 to 50 and it showed conclusive evidence that M-Commerce has come into application more evidently and efficiently by people after the outbreak of Covid-19. The sample population has majority (64%) of Graduated pupil. The population believes that the promotion of Online transactions has positively prevented the spread of the virus, and respondents feel that all the applications of online payment are easy to use and are secure against the fraud. The respondents believe that the successive years will have more increment in the frequency of usage of M-Commerce and even after the pandemic will end the frequency will not fall back because of the ease and compatibility.

Conclusions

The research conclusively showed that the Impact of the pandemic has positively increased the frequency of the application of M-Commerce among the population and the online payment modes are showing a better, easy and user friendly interface and upgradations that is making them more projecting. The years of succession are showing promising progression in the usage of M-Commerce. Moreover, the security factor for online payment has been a threat for the people in the precedent years as the pandemic made it more prevalent, thus, people started trusting the authenticity and showed comparatively more faith and the insecurity level has been declining regarding the frauds of funds. The benefits of M-Commerce have been projecting a secure and cashless future that got a boom after the outbreak of pandemic, it can be said that the only positive this pandemic has offered is making people more technology friendly and expedite the usage of M-Commerce with ease providing better security level.

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