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## STUDY OF M-COMMERCE

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### Abstract

The growth of the mobile commerce has been one of the important developments.

M-commerce provides various benefits to customers as well as provider. This paper is outcome of m-commerce with services.

In this paper, M-Commerce concepts are introduced. This paper also provides history, introduction, various services and applications of M-commerce.

**Keywords:** M-commerce, Transaction, SMS.

### HISTORY

- Mobile Commerce Services were first delivered in 1997, when the first two mobile-phone enabled Coca Cola vending machines were installed in the Helsinki area in Finland. They used SMS text messages to send the payment to the vending machines. In 1997 also, the first mobile phone based was launched by Merita also using SMS.
- In 1998, the first digital content sales were made possible as downloads to mobile phones when the first commercial downloadable ringing tones were launched in Finland by Radionlinja.
- In 1999, two major national commercial platforms for m-commerce were launched with the introduction of a national m-payments system by Smart as Smart Money in the Philippines and the launch of the first mobile internet platform by NTT DoCoMo in Japan, called i-Mode.
- In 2000, Mobile commerce related services spread rapidly from Norway launching mobile parking, Austria offering mobile tickets to trains, and Japan offering mobile purchases of airline tickets.

### INTRODUCTION OF M-COMMERCE

#### Mobile Commerce from the Customer's Point of View

- Customer can use his mobile device to purchase tickets for events or public transport, pay for parking, download content and even order books and CDs.
- Customer should be offered appropriate payment methods.
- The customer wants to access information, goods and services any time and in any place on his mobile device.