

The Scenario Behind Mobile Commerce Solution

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1. Abstract

This white paper outlines the key trends and strategies of mobile commerce for businesses.

The prominence of online shopping in today's retail market is flying high like anything and it is predicted that m-commerce will be everything to do in the future days to come. The main driving force behind the rapid growth of m-commerce sites is the customer trust.

2. Introduction

Smartphones are not the just ones to check mail and make calls. They are amazingly making a successful shopping tool by taking over eCommerce to our hands. A recent survey from comScore Inc., says that two thirds of Smartphone owners shop directly from their mobile device. With many websites and apps designed exclusively for mobile devices, it is quite obvious that individuals use them to compare prices, get product reviews, purchase products, locate near-by stores and so forth.

It has been stated on a new report that m-commerce is growing at a faster rate than it did for eCommerce. Another study states that, the consumer confidence in mobile commerce is extremely high when compared to e-Commerce, as people are highly used to mobile devices than with laptops and PCs. The number of people making purchases through mobile devices has so far hit 393 million which is predicted to touch 580 million by the year 2014. As we see, the count is really unbelievable to make in an year's difference. However, surveys states that m-commerce is certainly going to make the difference, with it already making \$254 billion turnover this year worldwide.

3. The M-Commerce Growth

Mobile Commerce defined in simple words: "transfer of goods and services via mobile access to computer-mediated networks operating at any part of the world". M-Commerce offers immense opportunity to business owners to shine out in various businesses and thereby increase sales and customer loyalty. The growth aspects witnessed with result to m-commerce are described below in detail.

3.1. Traffic

It is being evidenced that each month, the traffic seen through mobile sites is rising over tremendously. Stats state that more than 20% of the entire online traffic is coming through mobile devices. The major traffic delivered through mobile devices is from Apple iOS, which has taken the 65% of all traffic accomplished through mobile devices. However, in sales perspectives, the traffic held by iPhones is less compared to other smartphones (iPad and android).

3.2. Sales

Technologies like geo location and mobile tagging can help marketers to better understand the mobile consumers and deliver more relevant messages. Mobile devices have made an astounding growth across the network, when it comes to online shopping sales. It has been stated that one half of all world's local searches are performed on mobile devices. The share of sales through smartphones is 27%. Before 2014, it is predicted that mobile internet takes over desktop internet usage.

3.3. Location Based Services

Mobile apps that extends location based services are hot on the market right now. M-Commerce enhancement has first hit the industry of location based services. Retailers are increasingly realizing the potential to attract new customers by extending location based

services.

3.4. Conversion Rates

Mobile devices are making up strong conversion rates with each device converting a greater rate than the network as a whole.

4. Tactics to handle Mobile Commerce

Being a fastest growing retail trend in these days, mobile shopping has become quite a significant factor in every way. There is no doubt that shoppers who own smartphones are using those mobile devices to research and make purchases. With rising M-commerce need and demand, it is vital for retailers to pursue some strategies to improve the shopping experience and enhance sales. In addition to the site's responsive design and platform-specific mobile app, there are quite more formulas and marketing tactics that merchants may wish to consider.

4.1. Integrate Text Marketing

Text marketing or SMS marketing is an all time idea to add visitors to an email list. Thanks to the evolution of smart phones, mobile shoppers find it ultimate to equip with text messages. Hence retailers can consider about to offer mobile visitors for a discount based on percentage, once customers register for a monthly specials text message package. Merchants can send a text message to shoppers whenever a compelling offer hits upon.

4.2. Cross Promote Apps and Mobile Sites

Merchants need to be aware that both the site and app cross promote each other. Say for example, the retailer is focusing a shipping based website and supplies accessories from various parts of the world. In addition, the merchant also owns an app featuring their location services. Hence, when a shopper purchases the app, it directly recommends your site and vice versa. This can drive a chance for customers to make an additional purchase.

4.3. Hit Competitor's Pricing

It is significant to mention on the site about the price factor that is offered. Marketers should consider a low price guarantee or discounted offer. They got to check with their competitors site and go through the tactics pursued over there.

5. User Expectation on Mobile Commerce Site

The mCommerce strategy, just like the eCommerce strategies, was formulated with its keen motto being customer satisfaction. Apart from its advanced framework, there are few other insights expected by users on m-commerce sites.

5.1 Homepage

As far as home page is concerned, it is the simplicity that is greatly preferred. Since they are gonna access the site via mobile, a simple design can do well. And that to, the main website need to be more convincing and clear. Merchants should stop thinking about going too complicated and confusing.

5.2 Navigation

Next, the navigation. Users expect to browse and purchase the same range of products as they find in the main website. For this, the navigation aspect needs to work well. A well-

navigated page will manage to make the site comfort enough so that people can select the product categories easily.

5.3. Product pages

Product pages also fall vital while designing a mobile website. These pages need to showcase enough information on the product, which otherwise will make users to turn away. Also, make sure that these pages do not enrich lot of detail, which are slow to load and hard to understand for users.

5.4. Shopping cart

Shopping cart feature in mobile websites wouldn't be much comforting as that on desktop sites. However, these pages can be designed at least to some extend that users can be able to add and remove items easily.

5.5. Checkout

Checkout process also needs to be optimized for mobile users in a much effective way so that users do not get frustrated in the mid of payment. Users blindly negotiate sites with checkout that have not been designed for small screens.

6. M-Commerce and Contus

As illustrated above, mobile commerce promises mobile customers to chill out on a great mobile experience with an organized, quick and easy process to complete a purchase. Contus is well aware that having real-time access to your business and customers is pretty significant and has released a brand new mobile commerce application to make your sites roll on mobiles. Our ready-made application will allow you to optimize your website to various mobile devices. Checkout, www.mobecommerce.net for further details.

7. Conclusion

In this paper, we studied about the m-commerce strategy, which should be an integrated part of a quite larger strategy. M-commerce approach should effectively deliver a consistent experience to customers regardless of the reason they access your products and services (be it to just check your site or make a purchase). The only criteria to be pursued while dealing with m-commerce is, you need to test very frequently whether your site is scaling appropriately on various mobile devices. With m-commerce growing rapidly, it is the mobile advertising also getting benefited from the increasing popularity and capabilities of smartphones. Thanks to mobile commerce, business owners now have the opportunity to easily connect with their customers in real time whenever and wherever they are up to.

8. References

For a better understanding of any technical terms or acronyms mentioned in this White Paper visit: www.contussupport.com

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