M-commerce: New Business Opportunities in the Jewellery Industry

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ABSTRACT

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Mobile phones, or more accurately, smartphones, have revolutionized the diamond industry. To gain a competitive edge in India, diamond and jewelry producers, master diamond cutters, and graduate gemmologists specializing in diamonds are using M-commerce to deliver novel customer service choices to their clientele.

Electronic commerce, also known as E-commerce, has revolutionized the way people do business. Through electronic systems such as the Internet and other computer networks, traders may buy and sell goods from anywhere in the globe. Many Indian diamantaires and jewellery manufacturers adapted to this approach and profited as a result. Mobile commerce appears to be next on the agenda. M-commerce, or mobile commerce, is billed as the next generation of wireless Ecommerce that eliminates the need for wires and plug-in devices. Handheld gadgets such as mobile phones or Personal Digital Assistants can be used to undertake financial and promotional activities (PDAs).

Although not everyone will be interested in M-commerce in the next years, it is expected to develop significantly as more advanced wireless handheld accessories become available. Because it has a global customer, the Indian diamond sector is accepting it more quickly. To fully benefit from M-commerce, diamantaires and jewelry manufacturers should educate themselves on the subject so that they can have the necessary information and implement it in their businesses as needed.

Keywords: M-commerce, Advantages, Opportunities, Challenges of M-commerce, Security Issues, Business, Online Shopping, Diamantaires, and Jewelry Manufactures

Introduction

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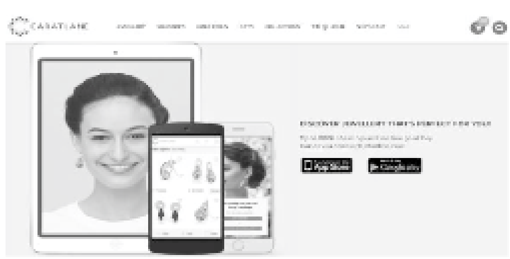


M-Commerce has a broader reach, lowers transaction costs, improves business operations, and provides competitive pricing. It's simple to use and may be customized. Through electronic systems such as the Internet and other computer networks, traders may buy and sell goods from anywhere in the globe. Diamond and jewellery apps are quickly gaining traction in the diamond market, as they simplify the process of selecting a diamond from a large selection of loose diamonds. Apps allow a convenient way to shop for and compare diamonds of all shapes, sizes, carats, clarity, and other specifications.

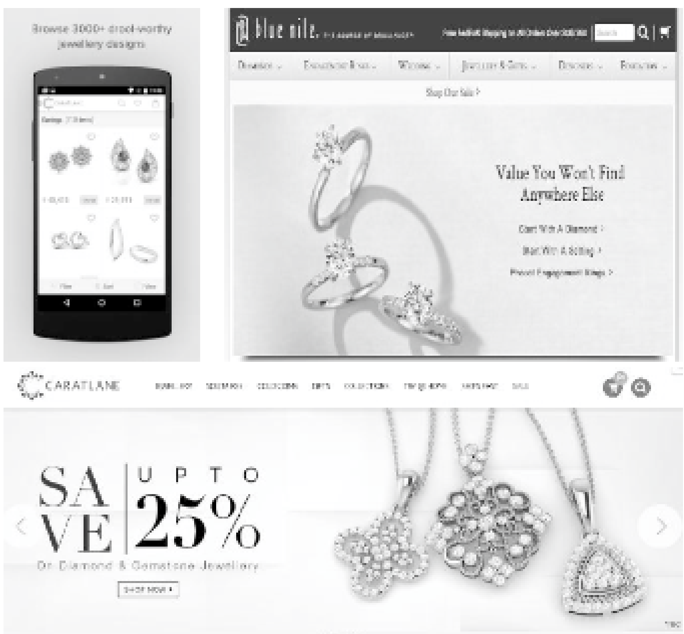
However, the lower screen sizes of mobile phones compared to desktop computers pose a problem for mobile commerce. Because of the smaller screen size, it's much more difficult to express all that would normally appear on the main site. The lengthy checkout process offered by most mobile sites is one of the primary barriers to M-Commerce adoption. Entering payment card information and delivery addresses can be a time-consuming and complicated process that requires a lot of zooming in and out to choose text fields and dates.

Everyone is familiar with Ecommerce, which refers to the ability to purchase goods without physically visiting a store. As a result, ecommerce has become a must for any business that wants to do well on the internet. Mobile phone firms are constantly inventing new smart phones. As a result, users can obtain all of their information from the internet on their mobile phones. These Ecommerce companies targeted these smart phone consumers through mobile websites and apps, and Mobile Commerce was born as a result of this.

Mobile Commerce Services

Mobile phones, often known as smartphones, have revolutionized the diamond industry. To gain a competitive edge in India, diamond and jewelry producers, master diamond cutters, and graduate gemologists specializing in diamonds are using M-commerce to deliver novel customer service choices to their clientele.

The fundamental distinction between M-commerce and Ecommerce is that M-commerce employs a wireless network to conduct financial transactions, services, and purchases. In other words, M-commerce provides convenience for all types of transactions, including b2b, b2c, and c2c. Because of its growing popularity, the corporate sector has been obliged to design a new commerce platform that can reach the masses and has distinctive characteristics. Customers nowadays like to not only look at diamonds and jewellery online or through mobile apps, but also to buy them right away. To reach a bigger consumer base, diamond merchants and jewelry manufacturers provide better prices, greater variety, foreign patterns or designs, third-party lab verification of all their items, and easier payment plans (such as EMI). Furthermore, because their operating costs are lower than those of a physical and mortar store, they offer customers attractive discounts and coupons.



CaratLane is India's first and largest online jewelry retailer. Since its inception in 2008, the company has raised $52 million in investment. BlueNile inspired one of the founders during his studies in California, and he came from family-owned traditional jewelry business.

Another Indian company, BlueStone, noticed the opportunity and opened the digital gates for jewelry shoppers in 2011. They've raised $31 million since then to keep up with their quick expansion.

Chairman of the Tata Group, which encompasses a wide range of services and goods, including Tanishq, India's largest jewelry brand. This demonstrates that conventional jewelry businesses are paying attention to online business changes in the jewelry industry.

A clear differentiator from traditional jewelry shops

As previously stated, India is the world's largest purchaser of gold and diamond jewelry in terms of volume. Traditional jewelry shops can be found in abundance on the streets of Bangalore, Delhi, or any other city.

To set themselves apart from other jewelry stores or showrooms, Caratlane and Bluestone provide easy-to-access online education on how to choose the perfect gemstone and precious metal. This fits with the general trend of consumers preferring to educate themselves through internet resources rather than relying on information from salespeople in a store.

Caratlane and Bluestone are also distinguished from traditional jewelers by the fact that all of the diamonds and solitaires they offer come with trust certificates. Surprisingly, this was not common practice in India's conventional jewelry industry, and Caratlane and Bluestone stood to benefit greatly from the trust certifications' introduction. As a result, online jewelry is less expensive than traditional jewelry while maintaining the same level of quality. Less expensive costs are possible due to the company's concept.

Buying a piece of jewelry for thousands of dollars online can always create doubts in the minds of buyers. Caratlane and Bluestone, on the other hand, provide all available assurances that everything will be OK, such as cash-on-delivery choices.

Shoppers' concerns are sometimes not about a lack of faith in an online store, but rather about being able to foresee whether or not something would fit them in terms of size and style. This is why they implemented a Sample at Home policy, allowing customers to select things to try in the comfort of their own homes before placing an order. Both companies also offer a 30-day exchange policy. In August 2015, Caratlane also launched a Virtual Try-On app, which works like a mirror and projects a real-time 3D image of a fashion item onto your body. So, to locate the perfect pair of earrings, customers must first gain inspiration by exploring the items in a traditional or internet store.

Of course, the technology needed special tweaking to accommodate the jewelry vertical, when encountering this market need we fine-tuned our machine learning algorithms to be able to look into types and colors of gems, specific jewelry designs,etc.

It believes that most offline businesses will turn into online counterparts, and jewellery M-commerce shows signs that are here to stay and shine bright. India is definitely a market to keep an eye on for everyone interested in how this trend is going to turn.

Objectives:

- Identifying the utility of M-Commerce Applications in the context of Indian Diamantaires and Jewellery Manufacturers is one of the study's goals.
- To learn about the opportunities and challenges of M-commerce in the jewelry business, as well as the interaction between M-commerce and E-commerce.
- To discuss the current E-commerce and M-commerce opportunities and challenges in the gems and jewelry industry.
- To investigate the security issues associated with online selling via M-commerce**.**

Hypothesis:

H1 = There is a substantial link between M-commerce reliability and consumer purchasing decisions.

H2 = Whether through E-commerce or M-commerce, there is no noticeable effect on jewelry sales.

H3 = There is no substantial association between educational attainment and Internet usage.

H4 = In India, consumers prefer to purchase jewelry from traditional jewelers rather than via E-commerce or M-commerce.

Research methodology:

This M-Commerce is advantageous to both large and small enterprises. With the expanding number of mobile users, M-Commerce provides your business with a big and growing marketplace for a diverse range of goods and services.

To justify the necessity for research, a review of current literature in the field was undertaken, keeping in mind the study's aims. As a result, research gaps were identified, and a questionnaire-based study on the aspects of M-commerce was conducted. The extent of the Impact of Mobile Commerce on key Business Value components was ranked by jewelers and diamond dealers. We have a sample size of 100 diamantaires and jewelry producers at the moment.

Findings:

On the basis of analysis following results are made on diamantaires and jewellery manufacturers to know the impact of Mobile Commerce on Business Value.

M-commerce awareness: It is estimated that 70% of Diamantaires and jewellers are aware of the benefits of M-commerce, and they have been developing mobile applications (apps) to meet their needs. It is unknown to 30% of the population. Since using a computer to access the Internet is virtually obsolete, diamond and jewellery mobile apps combine the power of the Internet by improving the efficiency of real-time loose diamond inventory searches. Mobile websites are more secure for buying jewelry, according to 55 percent, and mobile applications are the most crucial and time-saving route for 20 percent, although 25 percent highly suggest buying from a showroom. However, you will have to travel more to do so. That will take up more of your time, gasoline, and energy, as well as cost you more money. 60 percent Jewellers, a diamond maker, has released a mobile app for Blackberry, iPhone, and iPad.

Dimexon Another diamond manufacturer Rosy Blue launched its BlackBerry application which ensures that its diamonds are available to all its customers at a click of a button on their Advantage BlackBerry

Opportunities of Mobile Commerce: According to data 75% jewellers were satisfied with M-commerce apps and its impact on business as it Cover wild distance between customers Mobile is the only technology which is now become necessary for any person in social and business life than computers. So, it is easy to reach users through M-Commerce. 25% were dissatisfied as the changes in technology waste their investment in m-commerce apps.

Savings: 90% Companies try to reach to the consumer directly through M-Commerce, so consumers have no need to go far to the store physically and at the end it saves user's time and money. There is no need of skilled consumer. Buyers can have look thousands of items on their cell phones and there is no need of online checkout process

Challenges: Smartphone limitation: 40% of traders said that sale through showroom is good because there Is a challenge with mobile commerce is the smaller screen sizes of mobiles compared to a desktop computer or laptops, so sometimes users tired to navigate more and more to choose just one item from thousands. It affects shopping rates.

Connectivity: Moblie commerce needs high-speed connectivity of 3G. Otherwise, it becomes hectic for the user to go through the entire product purchase process.

Awareness and Habituate: Every new technology has some issues in its early stages. Because M-Commerce is a new application, clients may be unaware of or averse to changes that occur frequently. Some clients are accustomed to purchasing things through the internet. As a result, they do not engage in M commerce shopping.

As much as 90% of M-Commerce retailers reach out to customers by offering different and better bargains and offers than their competitors. 10% of M-Commerce merchants believe in brand loyalty.

Risk factor: Each company faces its own set of risks. Mobile commerce is a booming industry, according to 80 percent of respondents, however, 20 percent believe that a lot of investment in this field is unsafe. Because technology evolves daily. Furthermore, because wireless networks have less protection, the risks of data transmission hacking are higher.

Complex process: 80% of consumers ore accepted that entering credit details and shipping addresses involving a lot of zooming in and out to select text fields and dates can be a very time-consuming and complex process 20% of consumers are comfortable with its connectivity.

Security: One of the most significant impediments to e-commerce implementation, according to 60% of respondents, is a lack of security. When account data and other personal information move across networks, security is a critical issue that concerns the usage of mobile technology in financial services.

Conclusion

M-Commerce has a greater reach, lowers transaction costs, improves business operations, and provides competitive pricing. It's simple to use and may be customized. Traders could buy and sell items from any location on the planet. Diamond apps are quickly gaining traction in the diamond market, as they simplify the process of selecting a diamond from a large selection of loose diamonds. Apps offer a convenient way to shop for and compare diamonds of all shapes, sizes, carats, clarity, and other specifications. App shopping stores are available 24 hours a day, seven days a week, and 365 days a year. Traditional retail stores that are open 24 hours a day, seven days a week are quite unusual. You have the opportunity to purchase at your own pace and convenience thanks to the availability of online businesses. From time to time, jewelry boutiques close their doors. They don't waste time waiting for anything.

Mobile commerce is a new aspect of consumerism and a much more powerful way to communicate with customers. Although, most of people do not shop with their phones in the same way they shop with PCs. Every new technology has some problem at the starting phase. Here M Commerce is a new application, so sometimes people avoid to change which are rapidly change as they are habituate to buy products from jewellery shops or showrooms and buying jewellery online often takes away personal touch. On the other hand the picture displayed on the website is so flashy and beautiful that it is often misleading. The actual product might not be that good to wear. Shortly most offline businesses will turn into online counterpart and this mobile commerce opens the new era of shopping, but it depends on city and location-independent level, demographic, education lever and income level are mostly web-first businesses that are naturally adapting to the mobile world.

In order to stand out from jewellery shops or showrooms, Caratlane and Bluestone offer their customers easily accessible online education about how to choose the right gemstone and precious metal. This plays along the general trend of consumers willing to self-inform themselves from online resources.

Future Prospect

No doubt mobile commerce needs some development in specific area like secure transaction, better shopping experience and enhanced graphics. Other than this mobile commerce opens new era of shopping.

Suggestions

There should be taken necessary steps towards the security of M-commerce applications by the Government of India. Fear of hacking and attack by viruses to the device is commonly seen in the user. Even while doing some transaction users lost their money and get nothing. So, strong security system should be developed by the sellers. And should aware more and more peoples about the uses and security of M-commerce applications and government should take necessary action for improvement of internet connectivity and affordability of mobile devices and easy payment mode.

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