

Broadcasting Capacity: A M-commerce Characteristic

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Abstract:- The research work states that there are some existing characteristics of M-commerce. The present work identifies broadcasting capacity as the outstanding characteristics on M-commerce background. The work notifies the role of broadcasting capacity and its respective transactions on M-commerce background. Broadcasting and Its Receiving Agent Based M-commerce Model and Some other are base m-commerce models for proving broadcasting capacity is the identical characteristic. E-commerce activities and tasks have observed from the real market places. The work has noted the m-commerce transaction. The study observed broadcasting capacity as identical characteristic of M-commerce from some other M-commerce models.

Keywords:- M-Commerce, Broadcast.

I. INTRODUCTION

Broadcasting And Its Receiving Agent Based M-commerce Model is Functioning In The Real Market.^[3] The aspects of Broadcasting and its receiving agent based m-commerce model have observed. Here, broadcasting capacity found as the important aspect. There are some important features of m-commerce like (i) Ubiquity (ii) Convenience (iii) Accessibility, (iv) Personalization and (v) Localization. The study used Broadcasting and its receiving agent based m-commerce model and some other are base models, and broadcasting capacity as characteristic is proving. Questionnaire, RIR (Research Investigation Report) and Case Study take as research methodology. Primary and Secondary data collection have performed. The study performs data analysis and collection of facts for suggesting broadcasting capacity as identical characteristic of M-commerce.

II. LITERATURE REVIEWS

Kaur A, have written in his work, analysis of mobile-e-commerce business model, he displayed m-commerce model. He used questionnaire as research methodology and used survey. Ubiquity, Convenience, accessibility, personalization, localization have proved as features of m-commerce by D Xiaojun, I Junchi, H Sho in his work, "Unique features of mobile commerce".^[6] Broadcasting and Its receiving agent based M-commerce model have instructed by Trivedi J H, Pandya J.G, Trivedi P.H, Jani A.N. In his work they suggested a m-commerce model, driving factors and some transaction, architecture.^[2] Trivedi J.H, Patel P.N, Patel H.N, Soni J.D have depicted his work, "Broadcasting And Its Receiving Agents based M-commerce Model: Recognizing M-commerce Characteristics", and have indicated the existing characteristics of m-commerce found in to the present model. They used questionnaire as research methodology and used survey and RIR (Research Investigation Report).

III. OBJECTIVES

Study the m-commerce models, features and transactions. Observe the broadcasting characteristics on m-commerce background and propose broadcasting capacity as characteristics on M-commerce background.

IV. RESEARCH METHODOLOGY

The study used questionnaire as research methodology and have used Survey, Case Study and RIR (Research Investigation Report).

V. HYPOTHESIS

Broadcasting Capacity is the characteristics of M-commerce. Broadcasting agents and its receiving agents are the objects of broadcasting capacity.

VI. BASE MODELS

Case Model 1: Broadcasting And Its Receiving Agent Based M-commerce Model^[2], The present model is based on broadcasting agents and it's receiving agents. Figure 1: Architecture of the Broadcasting And It's Receiving Agents Based M-commerce Business Model. In this architecture, there are broadcasting agents and it's receiving agents. As depicted in the architecture, the transaction begin from the customer's side. Customer is getting information from the broadcasting receiving agents. Here, broadcasting performed through radio

broadcasting, telephone broadcasting, television broadcasting, cable radio broadcasting, satellite broadcasting and webcasting. There are broadcasting and its receiving agents. There is 3G or Higher than 3G Network. Customer is establishing his business transactions using automatic and semi automatic way. Sending order through any one way out of two ways. Mobile Phone call (Cell Phone), Mobile Phone messages (Cell Phone), E-mail through Mobile Phone (Cell Phone), M-commerce site are the ways through customer is sending order from order sending area (block). As depicted in architecture, data authentication performs at this area. There is 3G or Higher than 3G Mobile Phone (Cell Phone), There is 3G or Higher than 3G TV, Data Receiver or Data Base Server are order obtaining objects. Send data, send advertise, send services as a goods directly or establishing communication at business firm. Sending goods for broadcasting way or sending goods directly to customer. Some time sending messages automatically through NFC, or provide sensor information as digital or as analogical form or image. At this point of architecture, embedded system is recognizing as receiver. Embedded system working collectively for order receiving using mobile sensor node or nfc receiving agents or digital data sensor or analog data sensor. There is data authentication and credit conformation at this area of the architecture. The automatic way is of sending goods to broadcasting agents directly for broadcasting purpose as goods or sending goods directly through customer.

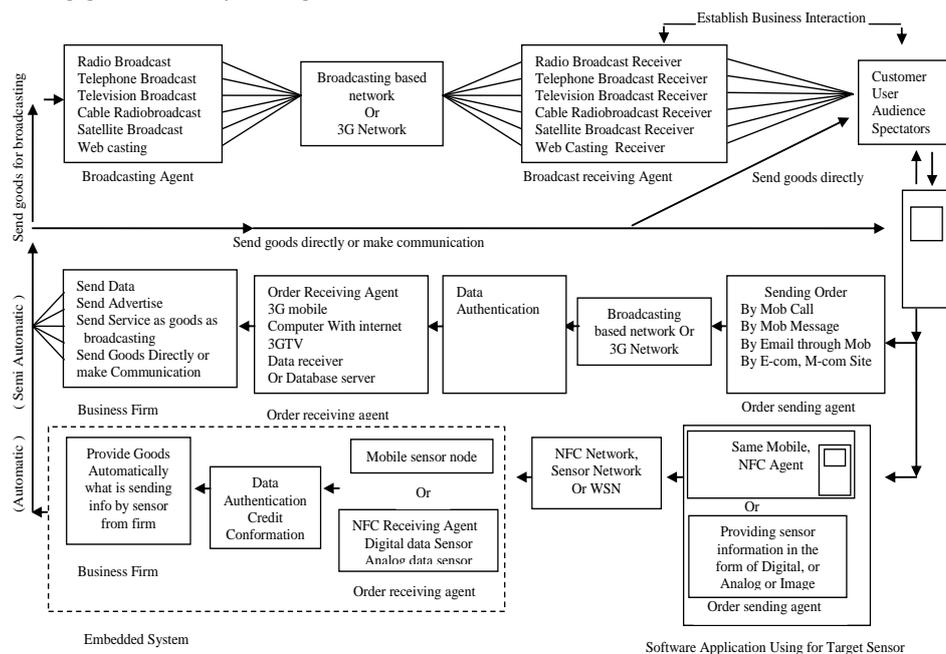


Figure 1: Architecture of the Broadcasting And Its Receiving Agents Based M-commerce Model

VII. BROADCASTING CAPACITY AS CHARACTERISTIC OF M-COMMERCE

From the beginning of the work, the work stated existing features of the m-commerce. [6] (i) Ubiquity (ii) Convenience (iii) Accessibility, (iv) Personalization and (v) Localization. From the existing research work, indicated some features of m-commerce [7] indicated (i) Simple Authentication, (ii) Instant Connectivity, (iii) Localization, (iv) Immediacy, (v) Ubiquity [7] All the features of the m-commerce like (i) Ubiquity (ii) Convenience (iii) Accessibility, (iv) Personalization and (v) Localization have observed in the Broadcasting and its receiving agent based m-commerce model. [9] The present work proposes the “broadcasting Capacity” as the characteristics of m-commerce. Broadcasting agents and its receivers play very crucial role for establishing m-commerce transactions. [2],[9] It shows that in many cases, without broadcasting agents and its receivers is very tough to establish M-commerce transactions. Radio Broadcasting, Telephone Broadcasting, Television Broadcasting, Cable Radio Broadcasting, Satellite Broadcasting and Webcasting, these broadcasting, e-commerce and m-commerce activates performed with their respective broadcasting receiving agents.

Analysis of the Survey:

Broadcasting capacity based m-commerce transactions have observed from the market. Questionnaire, as a research tool used to obtain the data. There are two type questions from two parts of the questionnaires; the first part is containing 19 questions and second part is containing 11 questions. Total 90 questionnaires have filled from the technocrat from the state of India. The survey is suggesting and instructing that people have used broadcasting agents and receivers for their m-commerce transactions.

Here, the study is stating on 1. Radio Broadcasting, 2. T.V Broadcasting, 3. Telephone Broadcasting, 4. Web casting, 5. Satellite Broadcasting, 6. Cable radio Broadcasting etc. are the medium of advertisements for electronic transaction.^[3] Survey is Indicating as per following.

No	People Used Broadcasting Agents In Their Transaction	Broadcasting Receiving Agents In Their Transaction	Transaction Observed
1	Radio Broadcasting Agents	Radio Receiver Agents	7 Transaction out of 180 questions Observed
2	Television Broadcasting Agents	Television As Receiver Agents	31 Transaction out of 180 questions Observed
3	Web Casting Agents	Computer System-Mobile With Internet based Agents	36 Transaction out of 180 questions Observed
4	Satellite Broadcasting Agents	Satellite Broadcasting Waves Receiver Agents	37 out of 180 questions Observed
5	Telephone Broadcasting Agents	Mobile Phone As Receiver Agents	35 Transaction out of 180 question Observed
6	Cable Radio Broadcasting Agents	Cable Radio Receiver Agents	6 Transaction out of 180 question Observed

Table 1: Broadcasting Agents Observed In The M-commerce Transactions

Case Model 2: “Business Model For Broadcast Mobile T.V Presentation Transcript”, Written by Anke Gill, June 2008.^[10] There is an instruction of mobile T.V. and Mobile T.V. Operators and transformation. There is an instruction of clear utilization of Mobile T.V is the broadcast of live T.V to and adopted mobile phone handset. (Broadcast Mobile T.V) There is streaming of an on-demand program to a 3G phone.

Case Model 3: “Driving Consumer Acceptance of Mobile Marketing: A Theoretical Frame Work And Empirical Study” a research work written by Hans H. Baner, Stuart. J. Barnes, Tina Reichardt, Marcus M. Neumann, in Journal Electronic Commerce Research, Vol.6, No.3, 2005. There is a model, in it, they indicate the success of innovative marketing instrument such as mobile marketing can only be ensured if it is can only be ensured if it is continuously used by consumers, mobile marketing is to be considered as a use innovation. The communication of advertising content over mobile media can only be effective if consumers permit the continuous reception of adverting messages on their mobile phone.” This is the example of broadcasting.

Case Model 4:“Towards a faultless mobile commerce implementation in Malawi by Edwin Saidi in journal of internet banking and commerce at JIBC April 2010, Vol.15.No.1. There are instructions of M-Commerce and mobile operators at Malawi. In the same model, cellular network used as a network and its name is Leo, et al. 2003. In Malzwi, there are m-commerce application as example, banking, shopping, financing, information services, agriculture, marketing, news, health etc, so m-banking, m-shopping, m-marketing and m-health etc. that can feasibly be deployed at there.

VIII. DATA AND ANALYSIS

1. From the questionnaires utilized in the Case Model 1, there are two type questions and 180 questions are there. 152 questions, or related transaction have performed through broadcasting ways.^[9] In the true sense this work suggests the Ubiquity ^[9] (Real Time Access, Independent of User Location) but the present work noted that all these Ubiquity based transaction perform through broadcasting capacity.

2. Purchasing the item using T.V. Broadcasting^[9], From the Case Model 1, the transaction is taken from the localization as characteristics No2: Cell Phone, at that time advertisement for the recharging the shopping mall at Ahmedabad, India ^[9]. For the same transaction T.V Set and digital display were at this mall at Ahmedabad. India, Indicated in figure 2 ^[9], So far secondary data is considering, RIR report giving the facts about the transaction done at a place practically.^[9]



Figure 2: Shopping Mall at Ahmedabad. India

IX. RESULT AND TEST HYPOTHESIS

On the basis of questionnaires result and case study the broadcasting capacity states the results.

1. Broadcasting Agents used as broadcasting capacity used by the people, They used 6 (six) type of broadcasting agents like (1) Radio Broadcasting (2) T.V. Broadcasting (3) Webcasting (4) Webcasting (5) Telephone broadcasting. (6) Cable Radio Broadcasting

2. Broadcasting receiving agents used as broadcasting capacity by the people, they used 6 (six) type of broadcasting receiving agents, like (1) Radio Receivers (2) Television as receiver (3) Computer System, Mobile phone with internet(4) Satellite Broadcasting Receiver (V) Mobile Phone as a receiver (6) Cable radio as receiver.

3. For estimating broadcasting capacity there are questions based on broadcasting agents and their receivers used, these are indicated in the questionnaires.

7 questions out of 180 based on Radio Broadcasting capacity

31 questions out of 180 based on Television Broadcasting

36 questions out of 180 based on Webcasting

37 questions out of 180 based on Satellite Broadcasting

35 questions out of 180 based on Telephone Broadcasting

6 questions out of 180 based on Cable Radio Broadcasting

4. Case Study Based Observed Instructions:

Case Model	Utilized Broadcasting Capacity
Case Model 1	1. Radio Broadcasting, 2. T.V Broadcasting, 3. Telephone Broadcasting, 4. Web Casting, 5. Satellite Broadcasting, 6. Cable radio Broadcasting
Case Model 2	T.V Broadcasting
Case Model 3	Telephone Broadcasting
Case Model 4	Web Casting

Table 2: Case Study Based Instructions

X. CONCLUSION

The research work have indicated broadcasting capacity based different case models. These models have fundamentally used broadcasting agents and their receiving agents as a broadcasting capacity. And broadcasting capacity highlighted as M-Commerce Characteristics. The analysis and results have stated the broadcasting capacity as M-Commerce Characteristics.

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