**Future of Mobile Commerce**

The world of e-commerce is becoming more competitive with each passing day. This has forced advertisers to look at other mediums where the competition is comparatively less and possibly the number of potential customers is more. This is where mobile marketing steps in. Various studies have shown that commerce happening through the internet is rising exponentially. There are certain problems that the manufactures of smart phones are trying to overcome. This includes a small screen size which makes it difficult to view products, the transaction time is too long, the page takes ages to load and similar other delays. If a customer becomes frustrated it is not a good sign for the business. This applies to mobile marketing too. There are problems in every medium and hopefully problems here too will be sorted with time.

Quick Response codes are being used to promote retail shopping through the mobile phone. This originated in Japan. These codes are scanned at the stores to offer special discounts to the customers via their phones. The discount vouchers are sent which are scanned at checkout counter though SMS which can be easily scanned. These codes can also be used to connect with maps, get historical facts and information on the phone.

It has been seen that most of the people who watch movies these days or visit concerts buy tickets on the phone. It is very easy to get product reviews and compare prices on the mobile web. Most of the people are increasingly becoming dependant on the mobile phone to get through their day. It has become an integral part of people’s lives. Many customers used them to find out the retail store which is selling their desired products and also compare the prices being offered by other stores for the same product. The sellers are also trying to avoid copying of catalogs posted on their internet websites and are trying to create something different for the mobile users.

Mobile commerce relies on the fact that customer is able to get what he wants. This requires consistency and flexibility on the part of advertiser. Customers would like to get same feel that they get while shopping in the actual store or using the internet websites. All details should be provided so that the customer is fully satisfied. Various promotional campaigns can be held on the mobile interface of the business or through text messages to keep the customer in touch. M-commerce is the future and it is here to stay.