



Mobil Ticaretin Girişimcilik Faaliyetleri Üzerine Etkisi

Berfu İLTER
Yrd. Doç. Dr., Afyon Kocatepe Üniversitesi, İ.İ.B.F.
berfu@aku.edu.tr

Öz

Mobil ticaret, hızlı bir şekilde gelişen ve müşteri çekmek için kullanılan bir teknolojidir. Bu teknoloji, akıllı telefon ya da tablet bilgisayar gibi kablosuz mobil cihazı olan müşterilere, onlar hareket halindeyken satın alma imkânı sunmaktadır. Sanal ortamda gerçekleştirilen ticaret, zaman ve mekândan bağımsızdır. Tüketicilere, günün her saatinde alışveriş yapma imkânı sunar. Akıllı telefon ve tabletlerin yaygınlaşması tüketicileri online alışverişte mobile doğru yönlendirmektedir. Bu çalışma literatüre dayalı olarak yapılmaktadır. Sonuç olarak mobil ticaretin, girişimcilerin faaliyetlerinde kolaylık, hız, işletme maliyetini düşürme, denetim gibi avantajlar sunduğunu söylemek mümkündür.

Anahtar Kelimeler: M-Ticaret, Girişimcilik, Akıllı Telefon, Girişimcilik.

The Effect of Mobile Commerce on Entrepreneurship Activities

Abstract

Mobile commerce is another technology which is rapidly developing and is used to attract consumers. This technology gives the consumers who have a wireless mobile device like a smartphone or tablet computer the opportunity to purchase while they are on the move. The commerce carried out in the virtual environment is independent of time and space. It provides the consumer the opportunity to shop at any hour of a day. The proliferation of smartphones and tablets directs the consumers towards the mobile in online shopping. This study was carried out based on the literature. As a result, the convenience of mobile commerce in the activities of entrepreneurs, speed, lowering operating costs and offers benefits such control.

Keywords: Mobile, Trading, Smartphone, Tablet, Entrepreneurship.

Introduction

Being a concept which the enterprises doing business in the networking environment constitute, the concept of the new economy expresses a new understanding. These enterprises work faster, more efficiently and with lower costs than the enterprises which perform work with traditional methods. With their organizations which they have formed through the net, these enterprises, in comparison to before, have become thinking faster, deciding faster, moving faster and creating values faster. Thus, the management of the business units which operate in the regions, which are different from each other, and the entries to new markets have become easier. By harmonizing all processes in the enterprise from supply to after sale, the customer expectations have started being taken into consideration (Kircova, 2005).

Nowadays, the economy is gradually becoming more knowledge-based. Material sources and labor are losing their feature of being the main source of the economic power. From now on, the economic power is possessed by those who have the knowledge. In the new economy, possessing natural sources, raw materials, cheap labor or huge facilities cannot provide a competitive advantage. In the new economy, sources like patent and know-how have become more effective and more valuable than other economic sources (Marangoz, 2012). The products and services of the new economy are the products and services which are based on information and communication technologies. The new economy is related to the information which is transformed to knowledge and the management, processing and distribution of the knowledge. The advanced technology industries like computer software, telecommunication, semiconductors and the Internet and the products and services of them compose the products and services of the new economy. These products and services are used in every area of the today's business life and have an effect on the daily life (Marangoz, 2012). The Internet is a communication networking which many computers are linked to each other and which is spread worldwide and continuously growing. With the help of this technology, people can access knowledge in many areas easily, cheaply, rapidly and safely (Quoted by: Marangoz, 2014). Recently, the safety of the Internet is being argued and measures are tried to be taken in regard to this matter.

The developments which are experienced in the Internet and communication technologies have caused important changes in every part of life with the economy being in the first place. In this period, electronic commerce (e-commerce) has emerged as a new form of commerce. These technological developments experienced have evoked an opinion in the direction that entrepreneurs will multiply their successes by means of electronic commerce. Another opportunity which these developments have presented to entrepreneurs is the mobile commerce. In this study, the



electronic commerce will be explained in the first part. In the second part, the effects of the electronic commerce on entrepreneurship will be given place. In the third part, the enhancement of the necessary technological infrastructure and its effect on entrepreneurship will be accentuated.

Electronic Commerce

In self-sufficient primitive societies, the marketing activity remained meaningless. Because people chose the way to satisfy their needs by themselves. However, in time, specializing in production and the necessity of job-sharing made people dependent on each other. That situation forced people into interchanging goods or barter. Thus, the most primitive way of commerce, bartering emerged (Altunışık et al., 2002). In general terms, commerce or marketing are the activities which ensure the flow of goods from the producer towards the consumer (Cemalcılar, 1987). Most generally, it is observed that different definitions of marketing which is defined as a process of change have been made in the course of time (Altunışık et al., 2016).

The commerce the past of which is as old as the history of humanity is one of the indispensable elements of the human life. From the ancient ages up to today, human beings have for the sake of meeting their needs, sought ways to obtain the necessities which they have not had from other people .The commerce which at the beginning was realized in the form of exchanging goods with goods (Barter economy) has, depending on the changing and improving technology, changed its form and improved. Nowadays, at the point reached, people can communicate by means of telephone, fax, television, the Internet, and similar tools, even without seeing each other's faces. Situations which the human being could not even imagine years ago have now started to come true and the humanity has entered into the Information Age. One of the concepts which the Information Age has brought together with itself is "electronic commerce". Electronic commerce which can be implemented with various communication tools like telephone, fax, television, electronic payment, Money Transfer Systems, Electronic Data Interchange and the Internet shows a great tendency to improve together with the development and widespread of the Internet (Biçkes, 2000).

Sünger and Buldanlıoğlu (1999) have stated in their studies that when it is said electronic commerce, many concepts come to mind at the same time. As for the most important reason for this, they accentuated that when e-commerce is examined from different points of view, it originates from different definitions which have emerged. When it is examined from the point of view of communication, electronic commerce is conveying information, services or products and payments electronically. When it is addressed as a commercial process, e-commerce shows its face as the implementation of the automation of commercial transactions and



workflows with a technological infrastructure. When it is examined as a service sector, electronic commerce is a tool which companies desire to use with the purpose of reducing the costs while trying to increase the quality of services and their speed when presenting them to customers. When it is considered in the web environment, it is an area where goods and services can be sold and bought through the Internet (Quoted by: Baki, 2000).

There are various definitions of electronic commerce. The electronic commerce is (Biçkes, 2000):

- WTO (The World Trade Organization); Realizing the production, advertisement, sales and distribution of goods and services through telecommunication networks.
- OECD (The Organization for Economic Cooperation and Development): All commercial transactions which concern the individuals and institutions which are based on processing and transmitting digitalized written texts, voices, and images.
- UN-CEFACT (The United Nations Center for Easing Administration, Commerce and Transportation):Sharing the business information which is structured and unstructured for running the business, administration and consumption activities between producers, consumers and public institutions and other organizations through electronic tools (electronic mails and messages, electronic bulletin boards, www technology, smart cards, electronic fund transfer, electronic data exchange, etc.).
- İGEME (İhracatı Geliştirme Etüd Merkezi: The Turkish Export Promotion Center): Any kind of business activity in which parties communicate electronically without the need for directly and physically getting in touch or any physical exchange transaction.
- The European Commission:Performing the operating activities electronically. This activity is based on electronic processing and transferring text, voice and video data. With this dimension, electronic commerce covers the digital implementation of goods and services procurements and their payments. These activities cover both manufacturers (consumer goods, specific equipment) and services (information service, financial and legal services) and also conventional activities (health, care, and education).

When all these definitions are brought together, it is possible to define electronic commerce as “performing the production, promotion, sales, payment and distribution of products by means of computer networks”. Institutions and foundations which are parties to electronic commerce constitute a wide range. These are buyers, sellers, producers, banks, brokers, insurance companies, transportation companies, private sector information technologies, non-governmental organizations, universities, approvals



boards, electronic notaries, the Under-secretariat of Foreign Trade, the Under-secretariat of Customs and other public institutions (Biçkes, 2000).

The scope of electronic commerce which is performed through open and closed networks in the electronic environment consists of transactions such as trade of Goods and services, processing and transmitting written texts, Voices and video images converted into digital form, Product design, Production, Direct marketing to customers, follow-up of Production, follow-up of Shipment, Promotion, advertisements and notifications, Orderings, making Contracts, Bank transactions and fund transfers, Customs clearings, Common design developments and engineering, Public procurements, Electronic money transfers, buying and selling shares Electronically and stock market, Auctions, Digital signatures, Electronic notary, Taxing and collecting taxes, transfers and lettings of Intellectual property rights, etc. (Biçkes, 2009). Either the tools which electronic commerce uses or its parties and scope show that electronic commerce has rather a wide area of application.

Entrepreneurship And Electronic Commerce

The entrepreneur is the person who obtains production factors in order to produce and/or market economic commodities and/or services, harmoniously brings them together, seeks profit and bears all risks which may arise as a result of his/her enterprises (Marangoz, 2016). Shortly, the entrepreneur is defined as a person who takes a risk and makes innovations or makes progress. Thereby, the entrepreneurship introduces new sources and technologies to the society and therefore, the sources which were not used previously or used less are reintroduced to the economy and an increase in production occurs. The reason for the societies to develop and incentivize entrepreneurship is actually not only a matter which is directed to creating employment and preventing poverty, but maybe most importantly, in a manner to meet both of these purposes and in order to exist in the future intended for change, is to meet any kind of new need which emerges. In the individual context, entrepreneurship expresses a value creating process which is psychological like individual independence, satisfaction, and pleasure; makes way for economical prizes like money, wealth and income and sociological gains like a prize, social status, reputation and power; but in fact, is full of dangers, traps and stresses and requires special effort (İlter, 2010).

Since from the nineties, new markets which have come into existence as a consequence of the union of information technologies and Internet-based technologies create important opportunities for entrepreneurs who have innovative and creative power of thinking in the commercial sense (Bayraç, 2003).



Electronic commerce which has created a new way to make business links producers, sellers and customers by means of technology by ways which were not possible before. Entrepreneurs who perceive the opportunities which electronic commerce has created do not see the Internet only as an advertisement and marketing tool but at the same time, they see it as a mechanism which transforms their business and change every method which is related to their manners of making business. Electronic commerce has made a revolution. The old stable players in the business world are now being overthrown and new ones are coming in the places of them. However, entrepreneurs who are engaged in electronic commerce should not forget that the basic principles are still applicable. Those entrepreneurs still have to deal with their customers. Again those entrepreneurs have to make a profit in order to sustain their existence. In order to be successful, entrepreneurs who work with electronic commerce should balance their budgets and while they are meeting the service expectations of customers, they should create an electronic commerce strategy which makes benefit of the opportunities of the Internet (Scarborough, 2014).

Entrepreneurs who are engaged in electronic commerce still have to deal with their customers. What changes here is the information transfer method between buyers and sellers. Traditionally, the information transfer was provided by means of direct personal contact, telephone, fax or letters. However, together with electronic commerce, information has started to be transferred through computer networks (Kalaycı, 2008).

Electronic commerce includes much more advantages for the entrepreneur. An entrepreneur who desires to switch to the electronic commerce application should primarily install the necessary infrastructure. After the necessary infrastructure has been provided, in order to increase the market share of the enterprise in a short time and be able to compete, the enterprise should improve its relations with the environmental factors in the virtual environment. The purpose of electronic commerce is not only reaching the customer more easily but at the same time, it is also improving the relations with other actors who take place in the production process like employees and suppliers. In the virtual environment, the more effective the enterprise is at every stage of production and delivering the commodity to the final consumer, the more it can increase its market share and profitability (Bakırtaş, 2006).

Mobile Commerce And Entrepreneurship

As the Internet and communication technologies have developed, another concept which has emerged is mobile commerce. Mobile commerce consists of a series of interactive activities which enterprises implement while getting in contact with their target groups via mobile devices (Yalçın, 2012). Mobile commerce which develops fast and requires special attention at least as much as the Internet sites in order to draw customers offers an opportunity



to customers who have wireless mobile devices like smartphones and tablet computers, to purchase while they are in motion (Scarborough, 2014). Nowadays, people do all of their transactions including shopping through smartphones. This situation creates an opportunity for mobile commerce to improve fast.

Mobile commerce provides an opportunity for entrepreneurs to carry the works they run in the physical environment to the virtual environment. These technological developments give an opportunity to enterprises to conduct their activities totally in the virtual environment or both in the physical and virtual environments. Enterprises of any size and in any sector can, thanks to the Internet and the trade through the Internet, compete with the rival companies which are larger than them and take their places in the market and make big profits. The commerce which is performed in the virtual platform offers a chance for entrepreneurs to reach larger groups with less cost. Entrepreneurs are able to give service every day of the week and 24 hours a day by means of mobile commerce and within the scope of the enterprise-enterprise, enterprise-consumer, enterprise-governmental organization, consumer-consumer and consumer-governmental organization parties (Marangoz, 2014).

Electronic commerce is changing the manner of doing business of many enterprises. In the electronic environment, the entrepreneur primarily builds a web-site for trade and by means of this, conducting commercial operations becomes easier. However, what is important here are the effectiveness, successfulness, and scalability of these activities. By means of electronic commerce, the work process becomes faster and the period of time of works becomes shorter and thanks to this, the efficiency of works increases. The works become automatic and the human factor leaves its place to machines. Transformation and change are experienced in the Traditional Market chain. Useless intermediaries are eliminated and new ones may come in their places. Electronic commerce makes it possible for entrepreneurs to create strong, cheap, easy and current databases. Costs of making transactions, storage, distribution, and marketing do decrease. While electronic commerce creates a competitive advantage and customer loyalty for enterprises, it creates an increase in satisfaction and the sense of comfortable shopping for customers (Akar and Kayahan, 2010). The management and audit of works, employees, suppliers and customers are ensured. The financial payment processes become easier.

With a right approach in mobile commerce, it is possible to transform disadvantages into advantages. By means of this and with the smartphones and tablet computers which people always carry with them, it will be possible even for small enterprises to access the mobile wallets of customers. However, since the screens of smartphones are small, this creates a disadvantage. A small enterprise can upraise the effect of mobile commerce



to the highest level through the small screens of smartphones and/or tablet computers with strategic methods which it will develop. For this, it has to pay attention to a series of details (Scarborough, 2014). These are as follows;

- They should be simplified; the available web-site of the enterprise should not be used as the mobile commerce site at the same time. Elements like large graphics, contents which have the Flash feature and videos which are difficult to be downloaded to a mobile device should be eliminated. A mobile site may present products less than a normal site does. However, in mobile commerce, what is less is exactly much.
- A clean order and easy surf should be ensured; on small screens, each square millimeter is important and the site of a company should use each one of them. For the success of mobile commerce, clean and easy-to-follow designs and easy surf are required especially on the main page. The usage of too many sub-pages should be avoided. Easy return to the main page from every page on the site should be ensured. Big fonts are more useful.
- Comparative evaluations of successful mobile commerce enterprises should be made and the enterprises which have caught the success with mobile commerce and the enterprises even in different sectors should be examined. The concepts, designs, and features on such sites which the enterprise can add to its own site should be noted.
- A professional mobile commerce receiveservice should be created. When customers give their credit card information within the society and by means of a wireless device, they are more hesitant than they are at a computer. Creating a trustworthy receive service which will ensure customers to hide their receive information may increase the transformation rate of the enterprise.
- The mobile commerce site should be tested. When the mobile commerce site starts to run in a good order, it should be tested with three high-model mobile devices like iPhone, Android, and Blackberry.
- It should not be forgotten that mobile commerce is an endless race. A mobile commerce site is a continuous work. The key point is to determine what works and what does not work by using mathematical analyses and continuously control and improve the site.

Doing online business may be profitable but gaining money requires a certain investment of time, money and energy. In addition, online success also requires a powerful business strategy which is directed to the proper target group and an entrepreneur who implements this strategy effectively and efficiently. It requires just the same elements which are required for offline success. New online sites are coming onto the market every day. Therefore, making the mobile site of the enterprise noticeable, when



compared to before, now requires more intentness and effort for marketing. There is no difference between drawing customers to a real store and a virtual store. In order to ensure the customers return continuously, entrepreneurs should know their target groups, prepare a marketing plan to reach them and provide them with a real value and outstanding customer service. Besides, mobile sites should be introduced in the social media and inclusive frequently-asked-questions (FAQ) pages should be created. By way of electronic mail, order confirmation should be performed, shipment notice should be sent and easily visible telephone and e-mail information should be given to customers and the incoming mails and telephones should be answered rapidly. A structuring like this will increase the reputation of the online customer service (Scarborough, 2014).

Mobile Commerce And 4.5g Application

In 2009, Turkey switched from 2G technology to 3G technology in the mobile implementation and actualized an important forward leap in the Internet link speed. The country switched to 4.5G technology from the date 1st April 2016. 4.5G is the general name of all protocols and technologies given for the fourth-generation wireless data communication networks, established by mobile operators. For the Internet access of mobile devices and with 4.5G which offers large bandwidths and high speeds; services like messaging, video talk and mobile TV are provided at a higher speed and with a higher performance. Surfing the web with the 4.5G connection is realized at least four times faster than with 3G connection. However, high speed also means downloading more data and exceeding the quota faster (Küstür, 2016).

With the 4.5G attack in the mobile implementation, electronic commerce which provides a possibility for shopping to customers independently of time and space has become the favorite of both entrepreneurs and consumers. In this period of rapid growth, it draws attention that the enterprises which make proper investments by estimating the future come to the fore in the market and have an advantage and grow very rapidly. It is expected that in the future, mobile commerce will incrementally grow and with the speed of the Internet becoming faster, the trading volume of mobile commerce will reach higher levels (Anatolia Agency).

Mobile Commerce Applications

Electronic commerce which may be the subject of many goods and services trades has an important potential with respect to entrepreneurs and enterprises (Marangoz, 2014). Mobile commerce which is seen as a further step in electronic commerce brings great easiness in many areas both for consumers and entrepreneurs in daily and commercial life. As the most important indicator of this in the public area, the e-state application is making a meaningful progress in Turkey. Whether they are called



consumers or customers or citizens, for individuals, the e-state offers an opportunity in the direction of business follow-ups and paying taxes, fees, and fines in governmental offices before deadlines without paying an interest for delay. With respect to individuals; during local, intercity or international travels, in order to make hotel services reservations, it is possible to benefit from the services which mobile commerce offers. For individuals, using the time efficiently constitutes one of the most important savings. Mobile commerce is an ideal technology for using the time efficiently. Entrepreneurs who make use of the opportunities which mobile commerce brings and implement them in their enterprises will always be one step ahead of others. Especially switching to the mobile implementation in almost every unit of their enterprises brings advantages for entrepreneurs in many aspects.

Tourism, banking, film-music albums, books and magazines, information databases, training and vocational courses, health services, customer services constitute the most important areas for the e-state mobile commerce applications (Marangoz, 2014). In today's conditions, especially in big cities, the most of the time is passing in transport vehicles. On the other hand, almost all individuals possess a smart telephone or a tablet computer. Mobile commerce presents an important application opportunity for individuals to keep up with the time which is flowing fast by means of these smartphones and tablets.

Conclusion

The commerce in the Internet environment offers important opportunities for all enterprises, whether they are small-scaled or large-scaled companies. The online commerce, which is one of the products which the information age technology named "new economy" has produced, is preferred by more and more people each passing day thanks to the government support and the mobile operators in Turkey which strengthen the necessary and fast mobile infrastructure.

In today's Turkey, young or adult, almost all people use smart telephones and tablet computers. They perform almost all of their daily works through their smartphones and tablets. These daily works from tax paying to shopping, from insurance transactions to banking activities and online teaching institutions are performed through these devices. These devices which are compatible especially with 4.5G technology ensure that users experience a good purchasing experience in mobile commerce. Because a good purchasing experience can be ensured with a fast Internet. The satisfaction which arises from these causes users to use mobile commerce which is independent of time and space more often.

Mobile commerce offers opportunities for entrepreneurs, intermediaries, and consumers in almost all sectors. The duty of entrepreneurs is to be able



to go ahead without getting behind of these technological advancements by making all stages of the available work structures compatible with the Internet.

References

- Anadolu Ajansı, 4.5 G Mobil Ticaretin Önünü Açacak, 24 Eylül 2015, <http://www.ntv.com.tr/teknoloji/4-5g-mobil-ticaretin-onunu-acacak,G54EX0RdeEuZxklAlR-6ew> erişim: 31.03.2016
- Akar, E. Ve Kayahan, C. (2010), Elektronik Ticaret ve Elektronik İş Uygulamalar, Modeller, Stratejiler, Nobel Yayın No:1233, 2.Baskı, Ankara.
- Altunışık, R. Vd. (2002), Modern Pazarlama, Geliştirilmiş 2.Baskı, Değişim Yayınları, İstanbul.
- Altunışık, R. Vd. (2016), Pazarlama İlkeleri ve Yönetimi, Gözden Geçirilmiş 2.Baskı, Beta Yayınları, İstanbul.
- Bakırtaş H. ve Tekinşen, A. (2006), E Ticaretin Girişimcilik Üzerindeki Etkileri, Selcuk University Social Sciences Institute Journal, Vol. 16, p125-138.
- Baki, B. (2000), "Yeni Ekonomilerin Güncel ve İş Hayatına Etkileri", Muğla Üniversitesi SBE Dergisi Güz 2000, Cilt:1 Sayı:1, s.31-46.
- Bayraç, H.N. (2003), "Yeni Ekonomi'nin Toplumsal, Ekonomik ve Teknolojik Boyutları", Osmangazi Üniversitesi Sosyal Bilimler Dergisi Cilt:4 Sayı:1.
- Biçkes, M. (2000), "Elektronik Ticaret", Pazarlama Dünyası, Yıl:14, Sayı:2, İstanbul, p.38-46.
- Cemalcılar, İ. (1987), "Pazarlama'nın Tanımı", Pazarlama Dünyası, Yıl:1, Sayı:5, İstanbul, s.13.
- İlter, B. (2010) Girişimcilik Sürecinde Kadın Girişimcilerin Karşılaştıkları Sorunların Analizi:Kagider Örneği, Yayınlanmış Doktora Tezi, Adalet Yayınevi, Ankara.
- Kalaycı, C. (2008), Elektronik Ticaret ve KOBİ'lere Etkileri, Uluslararası İktisadi ve İdari İncelemeler Dergisi, Sayı 1, <http://dergipark.ulakbim.gov.tr/ulikidince/index>, erişim: 30 Mart 2016.
- Kırcova, İ. (2005), İnternette Pazarlama, Beta Yayınları, 3. Baskı, İstanbul.
- Küstür, S., 4.5 nedir?, neler getirecek, hayatımızda neleri değiştirecek? <http://www.teknoblog.com/4-5g-nedir-106192/>, erişim: 31.03.2016.
- Marangoz, M. (2012), Girişimcilik, Beta Yayınları, İstanbul.
- Marangoz, M. (2014), İnternette Pazarlama, Beta Yayınları, İstanbul.
- Marangoz, M. (2016), Girişimcilik, Genişletilmiş ve Güncellenmiş 3. Baskı, Beta Yayınları, İstanbul.



Scarborough, N. M. (2014). Girişimciliğin ve Küçük İşletme Yönetiminin Temelleri, Çev: Gamze Sart, Yedinci Basımdan Çeviri, Nobel Yayıncılık No:945, Ankara.

Yalçın, F. (2012), İnternet Pazarlamasında Müşteri Memnuniyeti: Günün Fırsatları Üzerine Bir Uygulama, Atılım Üniversitesi Sosyal Bilimler Enstitüsü Yayınlanmamış Yüksek Lisans Tezi, Ankara.

Sünger, Z. ve Buldanlıoğlu, E. (1999), "İnternet ve Pazarlama İletişimi", Marketing Türkiye, Yıl:9, 1 Ağustos 1999, p.48-70.

