

Discuss three benefits and three drawbacks of m-commerce in general

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Benefits and Drawbacks of M-Commerce M-commerce refers the electronic transaction that is mainly conducted using a mobile device or a mobile network for transfer of goods and services (Al-Qirim, 2004). Some of the advantages and limitations of e-commerce include;

Benefits

M-commerce allows businesses to reach out to global markets. Business people whether small firms or large enterprises can reach out to international. This can be undertaken most of the time and anywhere without the businesses having to worry on time restrictions (Al-Qirim, 2004). M-commerce has also enabled customers to search for cheaper and quality goods and services. According to Al-Qirim (2004), E-commerce has mainly been achieved because consumers have the necessary information in their hands and hence can easily reach a variety of goods and services with varying prices.

Convenience and accessibility; m-commerce involves the use of mobile phones which are readily available and convenient as one can just perform a transaction anywhere and at any time unlike other systems which must be timely.

Drawbacks

Small screens of most of the electronic gadgets that are used do not have the capacities to transfer large files and data. According to Al-Qirim (2004), this has limited firms to pass information about their goods.

The devices have small capacities that only allow limited WAP and SMS of small characters and text. This makes it hard for businesses to give an elaborate explanation of their goods and services.

M-commerce does not allow the use of graphics as a business cannot be able to draw and give the pictorial nature of the goods they offer (Al-Qirim, 2004).

Reference

Al-Qirim, N. A. Y. (2004). Electronic commerce in small to medium-sized enterprises: Frameworks, issues and implications. Hershey PA: Idea Group Pub.