Case study

Business, Marketing

…… I. D – No: …… Exam 09th June MKT 430

Description

Marketing Channels

Name

Title

Professor

Date

Effect of Mobile Commerce on Business

Mobile commerce offers a business platform where people buy and sell goods and services over the internet through the use of smart phones and other internet enabled devices. Since mobile commerce can be done over the phone makes it convenient enough for most people since it can be done anywhere including at the places of work. People who are very busy with their lives working can do a number of things through mobile commerce including accessing banking services and paying for bills without having to make frequent visits to banks or to offices that offer them services (Chen & Lee 31).

From the increasing sales that are being made from mobile commerce, it is quite evident that in the coming years a large percentage of all sales that occur in a particular country will be online. This is due to advancements that are being made in the technological world from smart phones to computers and even tablets. In future people all over the world will seem to be so busy working such that time for shopping is limited hence they will be obliged to do over the internet. As computer knowledge increase from generation to generation, there will be more conversance with these electronic devices

and this will also raise the percentage rate of increase of mobile commerce. Through online buying, one can select a wide range of goods and services from foodstuffs to banking services hence saving time of having to move from place to place. Companies that involve mobile commerce such as OLX continue to build their routes because it is evident that the future of business is dependent on online shopping due to studies done by Ipos indicating that the percentage of online shopping continues to increase over the years (Chen & Lee 33).

The Edward Jones is a big company situated in the USA and it offers financial help to its customers through advising them on how to invest their money in the best way. It has been established strongly for many years because of managing properly the techniques they use to handle their customers. Although the company management interacts with its clients over the internet and other social media, it cannot do its business activities online. This is because it has branches all over Canada and USA hence they can easily be physically reached. It is also a risky business to do money transactions to people that are met over the internet hence the obligation for face to face encounter (Chen & Lee 37).

However the use of internet makes their messages reach a wide range of potential customers who may be looking for their services. After getting the information and what they have to offer, one has to meet face to face with their officials for some signatory confirmations since matters to do with business peoples' money are sensitive. They are the best in dealing with their customers in that they deal with them in a caring and friendly manner. Clients of Edward Jones even receive special regards on important dates like

Valentine and Christmas because they receive gifts from the company. It is because of this close relationship with clients that pulls more customers to them hence recording more profits year by year (Chen & Lee 38).

Works Cited

Zhang, Ruidong, Jim Q. Chen, and Ca Jaejung Lee. " Mobile Commerce and Consumer Privacy Concerns." The Journal of Computer Information Systems 53. 4 (2013): 31-8. ProQuest. Web. 4 June 2015.

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