

Case study the past, present, and future mobile commerce

[Business](#)



The Past, Present, and Future Mobile Commerce is the use of wireless handheld devices such as cellular phones and laptops to conduct commercial transactions online. (Investigated, 2013) M- Commerce continues to grow rapidly across the globe. It includes transactions such as the purchase and sale of goods and services, online banking, Information delivery and bill payment. For this reason, the 8-second rule of the Internet is a very important factor for m-commerce users. The 8-second rule implies that the Internet user only waits eight seconds for a web page to download or appear.

This is significant because if it takes more than eight seconds for a page to load the user will more than likely leave and use another website. This could mean the loss of a lot of potential business if such a website doesn't load quickly. This rule was first implemented when the Internet was in early development. Basically, it stated that if the loading time of a web page exceeded eight seconds, Internet users would not wait any longer. Since m-commerce is a means to conduct business from a mobile device the 8-second rule is definitely a very important rule to consider.

When a business chooses to conduct business in this manner they need to make sure their internet service speed is extremely reliable.

Being reliable is not the only thing to consider, it should be secure as well. All of this needs to be thought out because m-commerce is viewed as the medium of replacing "cash and credit cards" with mobile phones and other mobile devices; therefore, must be reliable, secure and fast. (Basin, 2005) Also, m-commerce providers can make things easier by storing their users' purchase history.

When clients have to enter their information each time they want to make a purchase it can make things extremely frustrating for them. By securely saving payment and shopping details, shoppers can make a purchase in one simply click, encouraging them to continue utilizing the m-commerce platform. Take Amazon for instance, when a user searches an item they will also see related items along the bottom of the page as a suggestion of items the user may also want to purchase. By storing purchase histories of users it allows the provider to offer more products to its users that they feel will purchase those items.