

An Analysis of M-Commerce Services in the Digital Content Markets : The Six Societal Environments Effecting on M-Commerce

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eBRC

Background

- information society politics
 - mobile attitude
 - wider use of mobile devices
 - new markets in developing countries
 - new markets in value-added services
 - media conversion
 - e-commerce → m-commerce
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Research Question

Whether the m-commerce services fulfil the expectations of both the customers and service developers and if the demand of the market is met?

From the organizational point-of-view

- crucial points in creating the new markets for mobile value-added products
 - actions for an organization to be able to survive in the changing markets of m-commerce content and service products
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Hypotheses

- H1 - m-commerce differs from e-commerce
- H2 - the value chain of m-commerce is not evolved yet
- H3 - the reasons for problems of supply and demand of m-commerce products is because of the industry itself

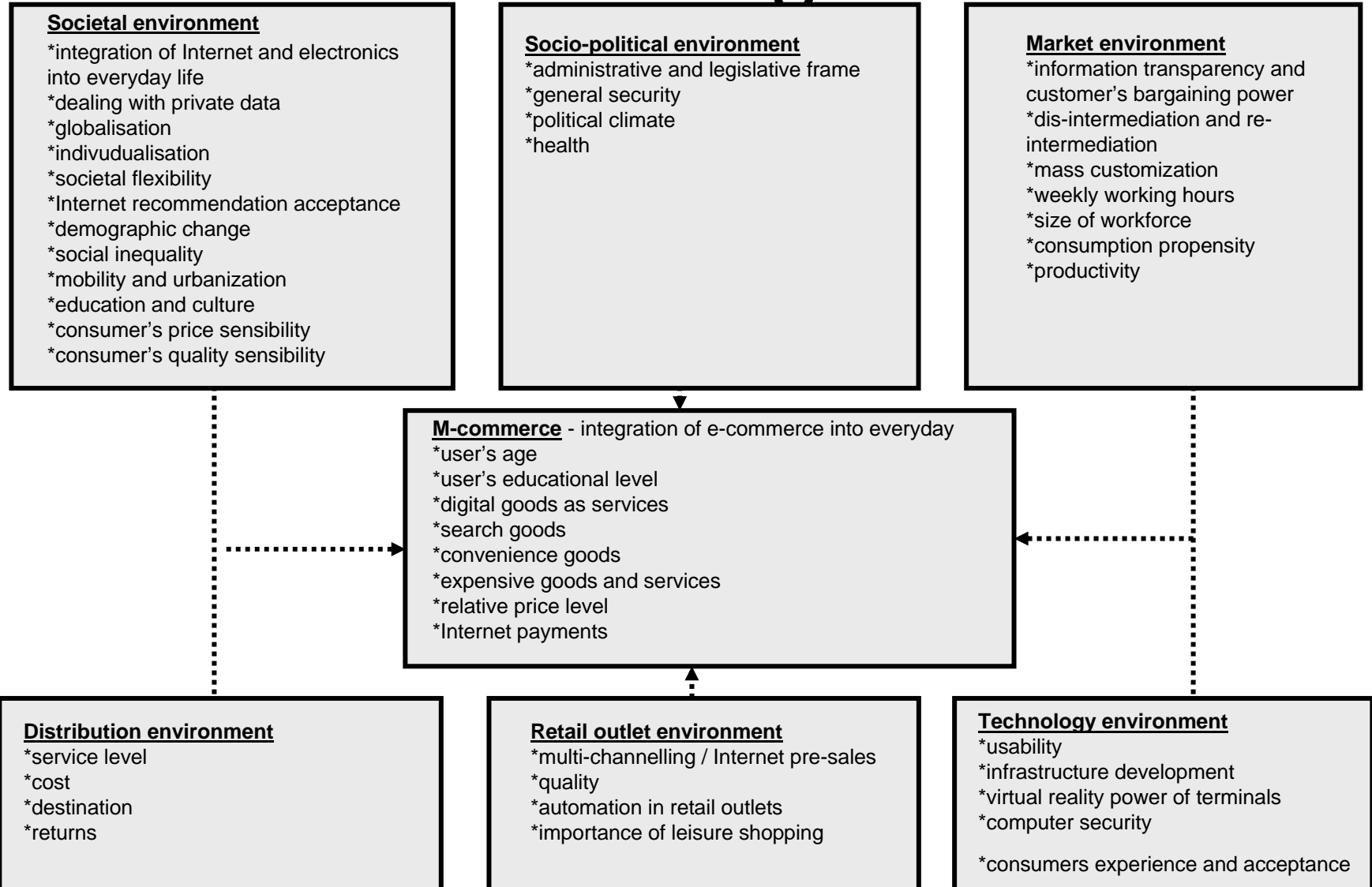
Methodology

- qualitative theme-interview
 - two cases
 - 17 interviewees
 - theme-interview consists of 10 main questions
 - based on six societal e-commerce environments created by Numberger and Rennhak, 2006
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Theoretical background

- Numberger and Rennhak suggest that e-commerce is biased by
 - societal aspects
 - socio-political implements
 - markets
 - distribution suppliers
 - retail outlet
 - technology involved
 - Initially Habermas' theory applied by N & R
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Theoretical background



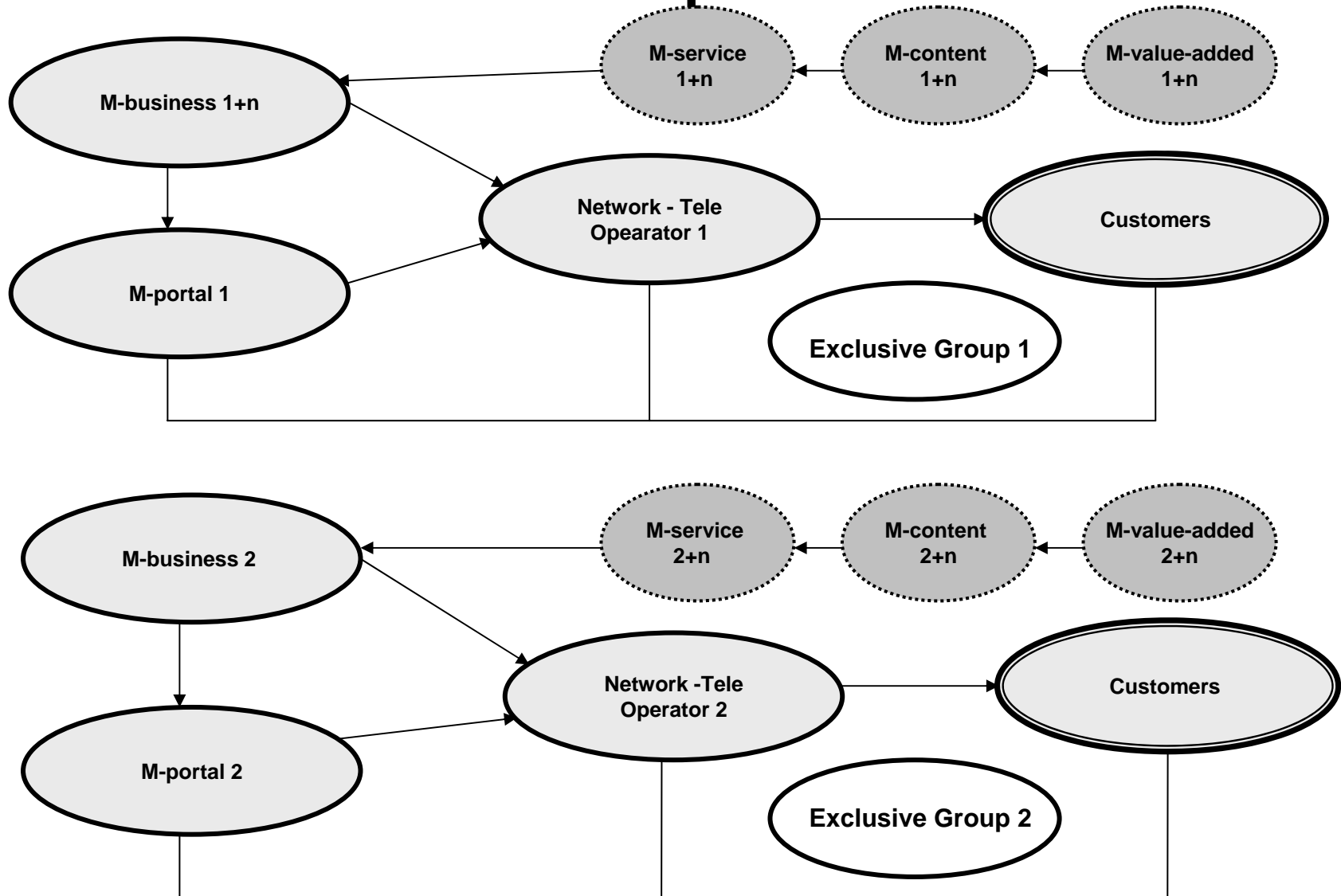
Two cases

- Barnes, 2002, has created two models of m-commerce particularly for marketing and advertising
 - case 1 closed-operator model
 - case 2 customer-centric model
 - different business-model
 - different technological solution
 - different attitude to customers
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Case 1

- closed-operator model
 - Armas-connection in Hämeenlinna environment in Finland
 - Aino-group consist of a number of affiliates
 - media
 - operator
 - data transfere
 - IT hardware
 - IT services
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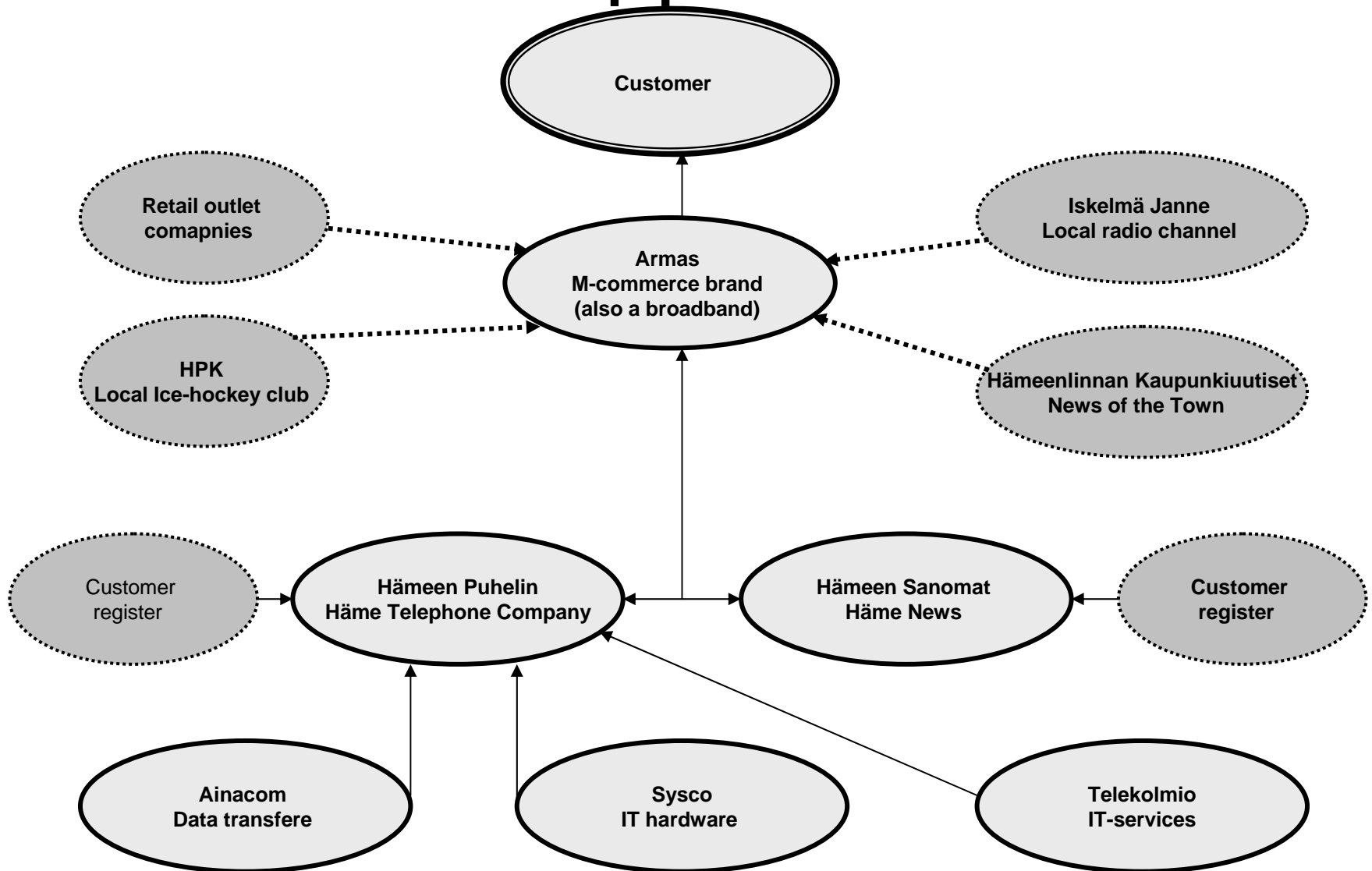
Case 1- a concept



Case 1- business model

- customer registers of media and teleoperator as the basic customer base
 - Idea of a family as a unit with
 - as many mobile phones as members
 - daily newspaper ordered
 - need for a broadband at home
 - certain purchase power of daily goods
 - retailers market in media and through mobile phones
 - a person with the Armas-connection in mobile phone gets remarkable reduction in daily shopping
 - also sports content available
 - win-win within the area
 - interacts regularly with customers
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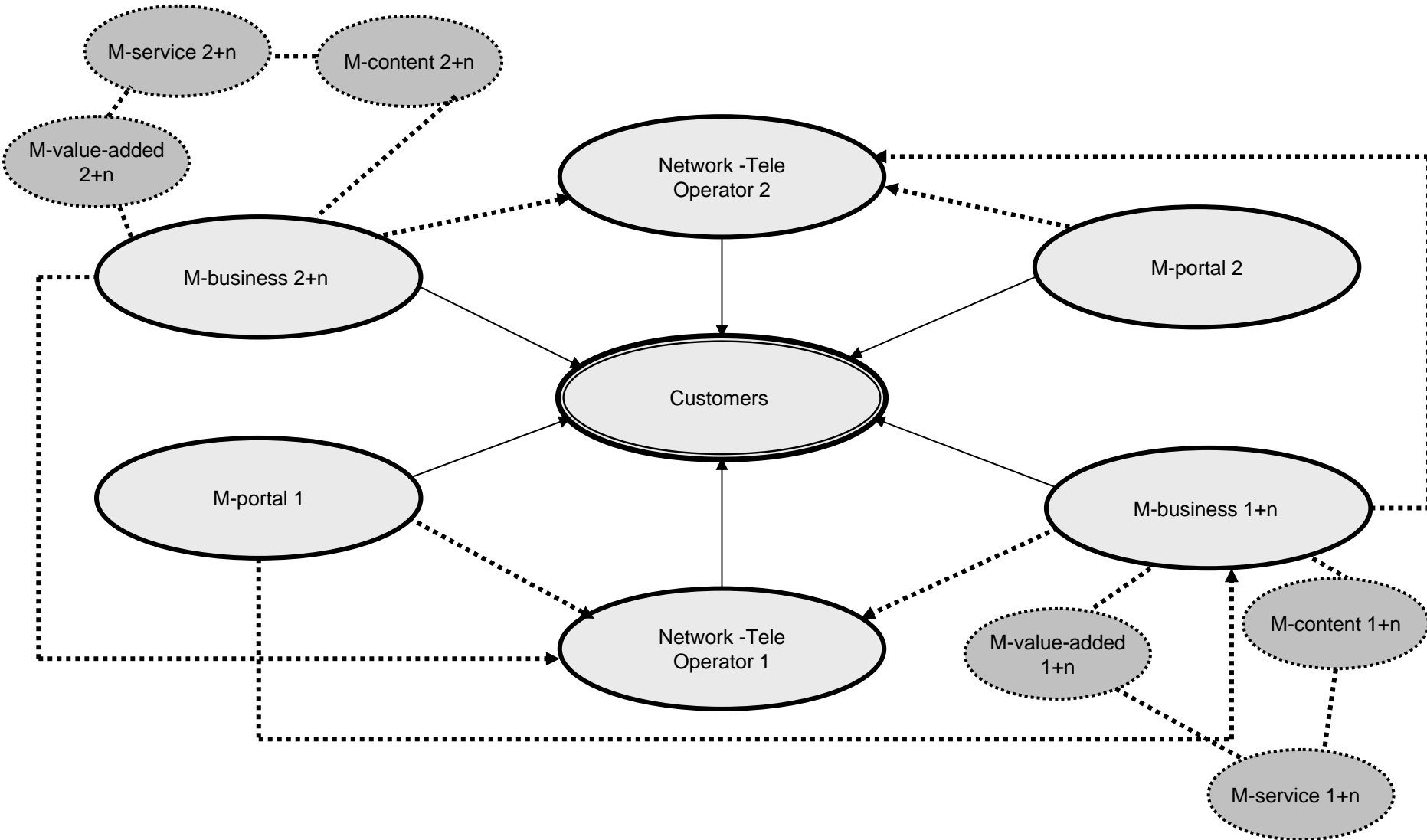
Case 1 – an application



Case 2

- customer-centric model
 - Trescape in the centre of Tampere in Finland
 - organizations working together during the project to build up the m-commerce service for tourists
 - organizations of digital content and service management
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Case 2 – a concept



Case 2 – business model

- undefined
 - free to use
 - no advertising during the trial period
 - bound to appear within the other marketing of the coalition
 - a general concept to be applied in different digital content
 - studies of customer satisfaction made, no regular feedback
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Interviewees and Cases

- case 1 : 4 persons
 - case 2 : 6 persons
 - from different positions in the value chain
 - expertise : 14 persons
 - by background organizations
 - municipalities 5
 - research 2
 - companies 10
 - no customer members
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Findings

- H1 - m-commerce is remarkably distinctive to e-commerce
 - 5 R's
 - H2 - the specified r & d or strategy of m-commerce products does not exist
 - H3 – the operators are aware of investing on the r & d and are expecting that other players will create m-commerce services supply
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Conclusions

- the SMS services are advantageous → followed by simple solutions
 - m-commerce culture is coincidental
 - governmental guidance is not prompt
 - teleoperators offer conventional m-commerce services
 - free m-commerce services for trial
 - m-commerce business models to be found
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Recommendations

- organizations which wish to market or offer services via m-commerce should find strategic partners and create a coalition with different kind of organizations
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