ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 8

4. Выполните анализ и реферирование текста «Perception of m-commerce» (15 баллов)

Mobile commerce (m-commerce) platforms often operate in several international markets. M-commerce managers often focus on which features should be kept constant and which should be adapted to specific characteristics of national markets. By using and interacting with an m-commerce platform, consumers form their perceptions of its positive and negative attributed based on value perceptions. While some consumers are motivated to use mobile platforms because they are enjoyable and fun, others are motivated because the platform is functional and efficient. These perceptions explain how consumers use m-commerce.

The survey of almost 2,000 consumers across multiple countries has shown that virtually all consumers appreciate m-commerce as a source of informational, social, performance and convenience value. Apart from India and Brazil, people do not seem to rely on m-commerce because it helps them save money.

Moreover, consumers' m-commerce experience can be vastly different depending on their 'm-commerce readiness' stages. Everyone has a tech-savvy friend who is extremely comfortable using their smartphones for virtually anything. They pay their bills, buy products and make restaurant reservations on their phones. Such m-commerce-ready consumers are more prevalent in Australia, the UK, the USA and Singapore.

At the same time, everyone has a tech-resistant friend who prefers to do things the old-fashioned way. They either pay their bills in person, at an ATM or perhaps even from their desktop computers, but never from a smartphone. Such consumers are more from Brazil, India, Pakistan, Bangladesh and Vietnam.

For managers of international m-commerce applications, here is news they can use: differences between developed and developing countries reveal varied experiences.
For more m-commerce ready consumers, the use of such platforms is not only efficient, but also fun. For them m-commerce solutions should present innovative design and fun elements to elicit habitual use.

For the more m-commerce resistant consumers who are mostly motivated by efficiency, m-commerce platforms should be transactional and functional.

However, as perceptions and motivations of consumers are shifting, managers are encouraged to highlight superiority of their m-commerce platforms to others.