Abstract: M-commerce success presents a continuous and evolving challenge for vendors thanks to the proliferation of mobile devices and the most recent adoption of tablets by online consumers. The growing use of tablets reshapes the mobile environment, adding a new channel in the competitive online arena for customer reach and retention. In this emerging setting, understanding consumer perceptions and behavior with tablets is necessary in order to leverage the potential of tablets for m-commerce and social media. In this direction, this paper presents an exploratory qualitative study on the perceptions and use of tablets, in the context of social media and m-commerce. Our analysis reveals factors that influence the adoption of tablets for m-commerce and social media and provides insights for designing m-commerce websites for vendors integrating tablets into their m-commerce endeavors.

Keywords: Tablets, social media, mobile commerce, consumer behavior, trust.

1. Introduction

The rise of digital technologies, m-commerce (mobile commerce) and social media, allows the provision of products and services in new and different ways, creating opportunities for innovative and interactive customer experiences [1]. Mobile shopping on tablet devices seems to become a significant part of e-commerce, contributing to an increasing share of retail e-commerce sales and exerting more influence on overall retail sales. The annual increase in traffic from tablets is favoring the surge of m-commerce with reports predicting that m-commerce will soon overtake e-commerce [2].

At the same time, device-driven market fragmentation is a growing challenge for content providers and marketers who are faced with the rapid development of the multichannel consumer. As 90% of users switch between devices to complete a goal [3], customers may visit a website on their smartphone and then complete the transaction on a tablet or a desktop/laptop. It is therefore needed to understand consumer behavior on tablets and in comparison to smartphones, as these two are
the mobile devices used in m-commerce, as well as the path users follow through multiple devices before they come to purchase. The potential of this multichannel communication is highly important to consider for developing an integrated m-commerce strategy.

M-commerce and mobile devices have profoundly changed the way companies and customers interact. The possibilities are endless in all aspects of everyday life, business, and commerce and in ways yet to be imagined. Mobile devices and mobile commerce in general promote e-commerce by extending the shopping day and by unfettering consumers from the desktop or the store. Mobile devices also drive sales as they offer consumers with features and functionality that allows them to shift spending from physical stores to the Internet and vice-versa. M-commerce can also stimulate incremental purchases that stem from impulse buying. Information systems experts and marketers understand this dynamic evolution as witnessed by the proliferation of websites, applications, social media and other ways of reaching customers, possibly anywhere, anytime, leading to u-commerce (ubiquitous commerce). The advent of new technologies enabling such advances progresses so fast that it is not easy to keep up with, find the information addressing such questions, and enable organizations of any size to choose the best strategy to deliver their message, product or service.

Mobile commerce is projected to exceed $86 billion by 2016 [4], with purchases on mobile phones and tablets being predicted to double by 2018 [5]. Tablets have become powerful tools for m-commerce, as they seem to yield higher conversion rates compared to smartphones [5]. Tablets are preferred to smartphones, especially for particular types of goods such as food, drugs, health and beauty products, and flowers and gifts. In addition, the quality of traffic represented by tablet owners is remarkably high according to [6]; research shows that tablet owners typically come from high-income households, and are prepared to spend as much as 20% more per purchase than regular desktop visitors.

The emerging trend of tablets extends the current mobile environment creating new opportunities as well as new challenges for m-commerce vendors.

Although tablets constitute a mobile device that comes mostly as complementary to smartphones rather than the main leader, their power and potential as tools in m-commerce should not be underestimated. On the contrary, tablets seem to be extremely promising for m-commerce activities. As such, it is imperative to examine the use of tablets and consumers perceptions and behavior on tablets so as to facilitate the comprehension of how tablets can be exploited in m-commerce and in conjunction with social media and how they should be treated by online vendors as an integral part of their m-commerce strategy.

The aim of this paper is to investigate tablet use in order to facilitate the understanding of consumers’ perceptions and behavior on tablets in m-commerce and social media and explore the potential of tablets for m-commerce purposes. In this attempt, we have conducted an exploratory qualitative study as a first step to approach this topic. The structure of the paper is the following. After a review of the current state regarding tablets and m-commerce, we present an exploratory qualitative study on consumer behavior with tablets and m-commerce and in combination with social media. The results are analyzed in the next section while the paper ends with conclusions, which can be of theoretical and practical value.

2. Tablets and m-commerce

Tablets and smartphones share several similarities, mainly the small, compact size and the low weight and which makes them both portable, mobile devices, which can
be easily carried and used anytime, anywhere. However, despite their similarities, tablets seem to have several differences from smartphones, in terms of characteristics, functional and technical as well as in terms of use patterns. This poses a question, if those two devices are used in different manners, how these differences can affect user behavior in m-commerce. How should retailers acknowledge the need to create a relevant and seamless mobile shopping experience for customers wherever they are, taking into account the advantages of both devices, smartphones and tablets? This experience, on each of them, must be fast and agreeable, for example the page of the website has to load quickly, in order to keep the customers and not lose them. On the other hand, several differences exist that we will see below, rendering user behavior, such as clicking on buttons and links or completing forms to register on an m-commerce website, more convenient on tablets than on smartphones, as tablets allow for larger screens and better ergonomics aspects. The following paragraphs delve into such tablet characteristics that can differentiate them from smartphones with regard to customer interaction and retention in m-commerce.

2.1. The market of tablets

The products which are most preferably bought on mobile devices (tablets and smartphones) are clothes and accessories for 3.7% of smartphone users, electronic and furnishing (2.3%), coupons (2.2%), books (non digital ones) (2.1%) and toys for children (2.0%) [6].

[8] found similar tablet and mobile conversion trends, underscoring that it is likely that it is easier to use tablets during the checkout process, leading to a spike in conversions for visitors on that device compared to smartphone users. Indeed, the kind of content and services being accessed by smartphone and tablet users are very different according to [9]. While users largely use tablets for what [9] calls “lazy internet”, meaning consuming media and content, as well as browsing, they tend to prefer smartphones primarily for communication, content snacking, and using mobile apps.

According to a recent study [6] tablets appear to lead to a conversion rate which is higher than that of smartphones. Tablets seem to perform better than smartphones in terms of conversion for all product categories included in the survey, and the conversion rate on tablets is particularly high for products with relatively low implications in terms of spending. The following table provides details regarding the range of products bought on both devices, with respect to conversion rate and mobile revenue growth, showing a clear preponderance of tablets, and implying that they can be very promising tools for m-commerce.
2.2. Tablets vs smartphones

In an attempt to gain a better understanding of tablets use and potential for m-commerce, and taking into account smartphones which, together with tablets, largely define what we call ‘mobile devices’, we present a parsimonious yet comprehensive comparative analysis of tablets and smartphones (see Table 1).

Table 1: Comparison between tablets and smartphones

<table>
<thead>
<tr>
<th></th>
<th>Tablets</th>
<th>Smartphones</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Where</strong></td>
<td>Portable so mostly used in the living room</td>
<td>Pocketable so used within the home and also on the go</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>Often shared with spouses, partners, or children</td>
<td>The most personal devices we use</td>
</tr>
<tr>
<td><strong>Call</strong></td>
<td>Not used for calls</td>
<td>Used for calls</td>
</tr>
<tr>
<td><strong>Ergonomics</strong></td>
<td>Use with 2 hands</td>
<td>Use with one hand</td>
</tr>
<tr>
<td><strong>UI (User Interface)</strong></td>
<td>-Bigger UI that encourages shopping and browsing thanks</td>
<td>-Smaller UI which does not give as much functionality as tablets</td>
</tr>
</tbody>
</table>
to more details on screen
-colorful photos for an immersive browsing experience
-an immersive and rich-media experience, about the discovery and exploration phase of the customer lifecycle, with videos and content

-Often difficult to use because of small screen size

<table>
<thead>
<tr>
<th>Period of use</th>
<th>Most often used in a sedentary environment, usually from the home user</th>
<th>Used consistently during the day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Way of discovering the information</td>
<td>Information is consulted sitting and quiet for view of the dense and interactive content</td>
<td>Information is consulted and shared, in real time and whatever the circumstances</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>9.5 times per week</td>
<td>12.9 times per week</td>
</tr>
<tr>
<td>eCommerce</td>
<td>Used as a purchase channel</td>
<td>Used mostly for information before or during a purchase at the point of sale</td>
</tr>
</tbody>
</table>

This summary shows that apart from the obvious differences between the experience of browsing on a PC or laptop and a tablet, there are also clear differences in browsing on a smartphone and a tablet. It reinforces the fact that each experience requires targeted design and features, and it seems web designers and vendors are lagging further behind on tablet than the other two, especially given that tablet use is rising.

The reduced screen size and the limited capabilities of mobile device browsers across tablets and smartphones provide different results in terms of graphic design and capabilities, such as smaller pictures and fonts on smartphones. There are also less interactive effects such as showing an animation at the entrance of the website when you visit the website on a smartphone compared to a tablet. The processing power is usually higher on tablets than on smartphones, web designers to less optimization that need to be made and therefore provide a more entertaining experience.

Animations that need to replace Flash animations, which are still not accepted on tablets and smartphones browsers, encompass JavaScript and HTML5 codes, to provide an even richer and stimulating user experience depending on the CPU power. For example, browsers on tablets and smartphones differ since rollover effects exist on tablets, which is not the case on smartphones.

The need for more space and quality on the interface, especially if the graphics are more important for particular businesses, forces companies to adapt the design of their website for tablets. Since responsive websites permit browsers, whether on smartphones or tablets, to detect the size and capabilities of the device and adapt accordingly, web designers as well as marketers and developers may prefer to focus on this responsive design aspect and take into account the two different layout sizes, to enhance the cross-channel experience, enabling users to switch from a smartphone to a tablet and vice-versa easily.

2.3. The best time and place for m-commerce on tablets

Understanding consumer behavior on tablets, including the best time of the day and place for using a tablet, is closely related to understanding consumers preferences and characteristics of tablets use and in comparison to those of smartphones. Because of their shape and size, tablets can not be practically used anywhere, with
the same ease as smartphones. This is especially true if we compare the place where it is used, and the time of the day. Whereas smartphones are smaller and lighter and thus used in the street as well as anywhere, anytime, tablets seem to be more restricted in their usage, and are used mostly indoors or at home, as shown in figure 2 [5]. Tablets are mainly used at home for 92% of the population, during transportation (25%), at work for 9%, and at school for 3% of the respondents. In specific, tablets are mostly used at home, in the living room or in the bedroom. In a similar vein, studies show that the peak usage of tablets is between 7 pm and 10 pm whilst smartphones are used continuously throughout the duration the day [9].

An interpretation of these data can reveal that consumers are more likely to use their tablets for m-commerce activities, mostly in the evening, at home, while being on their couch or bed, probably relaxing after work or at weekends. It seems that tablet users tend to look for places for holidays for example, at their leisure time, swiping among the website pages, like when they read a catalog in the waiting room of a doctor. Rich content, including large pictures and videos of high quality are significantly better to view on a tablet screen than on a smartphone. Moreover, a tablet might allow for more interactivity and aesthetic appeal when browsing an m-commerce website than a smartphone. The same seems to hold while travelling in the car. This is especially true when there are children, thirsty of rich, entertaining and amusing content, to play or watch, on large screens. Therefore, tablet users and their usage preferences in terms of time and place should be taken into account by m-commerce vendors for efficient targeting of mobile consumers.
Figure 2: Comparison of the places where smartphones and tablets are used, retrieved from Internet at http://www.monetate.com/blog/smartphones-vs-tablets-forrester-reveals-the-differences/
2.4. Tablets and Social media

Social media are increasingly used to discover new products and services, find product information, and connect with retailers. Facebook and YouTube are the most popular sources of digital news content, more than traditional news media sites [10]. The emergence and growth of new technologies such as mobile phones and tablets with Internet connection, reinforces and expands the role of social media in promoting spontaneous communication thanks to their instant and multidirectional nature. Mobile users are increasingly accessing social media using their mobile devices. A study among mobile users in the United States, Canada, United Kingdom, France and Germany showed that the majority, 75% for 50-64 year old users up to 94% for 18-29 year old users, had used social media from a mobile device [11].

Social media enhance consumer behavior with smartphones and tablets. Users disclose information voluntarily about their location and their activities. Thanks to their ease of use, social media enable mobile consumers to either provide or search for evaluations about products or services anytime, anywhere. From a business perspective, they help vendors locate their fans and customers, and target their mobile strategy to interact with them fast and directly. This social web also enables companies to positively influence consumers’ opinions and behaviors [12]. In this context, however, companies do not simply deliver a message, but have to deal with an interactive conversation in which consumers can take control [13]. This seems even more possible on a large surface such as the screen of a tablet. Thanks to their ease of use, social media embedded on tablets, with their capacity to use tools such as a camera, a GPS, provide users with features which seem preferred compared to smartphones.

Given this, while social media has become for companies a new communication channel enabling interaction with their consumers, there is a need to question and evaluate more precisely the efficiency and the real impact of such media in a business strategy [14]. With the widespread adoption of mobile devices and social media, location-based marketing services become increasingly popular and deemed as valuable tools for both customers and companies. At the same time, companies realize the potential of incorporating location-based information in their marketing efforts and use location-aware apps for driving sales. 27% of companies worldwide planned to implement location-based marketing in 2013 [4]. Companies use real-time location data in their marketing activities to target their customers as they go, based on their proximity to a place of interest such as a retail store or a restaurant. Location information and services can be leveraged for attracting new customers as well as for establishing loyalty to existing ones.

Location aware provisions are significantly facilitated by social networks, which are increasingly used by mobile device users. Such information and services become even more powerful and dynamic in conjunction with social media, as their combined use allows for improved targeted messages, in real time and conveyed to a wider audience. Mobile users of social media are also more inclined in making their location available and immediately receive useful information to visit the businesses of interest as well as their friends in their vicinity. On the other hand, users may dislike companies tracking their location via GPS and social media embedded on smartphones and tablets. It is very appealing for companies to target and reach their audience thanks to a new artefact/device which is the tablet, using Global Positioning Systems (GPS) and location-based services, for m-commerce purposes. Unfortunately, if users disclose false data in the aim to protect their privacy, it ends up a waste of time for both the company and the customer. However, after what [15],
The co-creator of the Internet’s key networking technology and Google’s chief internet evangelist said during a Federal Trade Commission’s Internet of Things workshop, that "Privacy may actually be an anomaly", the question of privacy is more ambiguous than ever.

3. **Research Method**

Given the existing gap in literature, this study applied a qualitative method approach [16] to increase the current understanding of tablet usage. Qualitative research is generally used to interpret meanings of a matter of interest or to gather further insight on the matter [17]. The study was conducted to enable a better understanding of m-commerce and social media on tablets and their joint potential for m-commerce.

3.1. **Exploratory study**

The exploratory study has been conducted to understand consumer perceptions and behavior related to tablets, m-commerce and social media. In the attempt to gain an in-depth understanding of the topics and since, to our knowledge, research combining social media and m-commerce on tablets is scarce, an exploratory qualitative approach, with an online survey-based method using short questions seemed appropriate. We interviewed international business students studying at postgraduate level and business professors located all over the world. The period of data collection happened between January and March in the 2015 year.

In order to obtain a homogeneous sample, the selection process was primarily based on qualitative criteria, with a mix of age, gender and socio-professional background. We used “theoretical sampling” also called “theoretical saturation” to attain the right number of interviewees. This method refers to the continuation of sampling and data collection until no new conceptual insights are generated. At this point, repeated evidence for conceptual categories was provided, using keywords (Bloor and Wood, 2006). We began interviewing participants and, at some point, the interviewees’ answers were repeated so there was no need to interview more. Therefore, following the criteria of data saturation [18], we questioned 18 interviewees.

Questions were structured and open, allowing for short duration interviews. Each interview, the duration of which ranged from 20 to 25 minutes, was analyzed resulting in verbatims and coded answers. Participants were questioned without being allowed to look at their tablet. This was to ensure that they answered only using their memory to access the information reinforcing their use of the combination of social media and m-commerce websites of their choice.

3.2. **Data analysis**

Data were analyzed using a content analysis technique by coding the responses after transcription of the interviews. Due to the sensitivity of the subject matter and the possibility of interviewees having eventually difficulties expressing their emotions, the transcriptions were verbatim to enable accurate interpretation of responses [19]. The qualitative data were analyzed with a table in which all the questions extracted from the interview guide were written. A table file was used for each respondent. Rows in this table indicated the different themes or constructs emerged from the interview guide. If a construct appeared while reading the transcript of a respondent’s interview, a “1” figure was placed in a result column, in the row of the particular construct. Subsequently, we summarized the results from our
respondents in order to have a cumulative understanding of the answers collected.

We grouped the “result” columns of all our respondents in a final table, where each construct had at least a “1”. This corresponded to a set of 18 columns, either with “1” figures or empty. In this way, each construct had a score for each respondent’s table. Then the 18 respondents tables were concatenated in a summary one, enabling us to use the “1” columns to add rows and finally write the results obtained from the addition of “1” figures.

In order to apply the content analysis properly, coding must effectively be done by multiple coders who are oblivious of research questions, and inter-coder reliability must be checked to demonstrate consistency of coding [20]. For this reason, two coders, blind to the research questions, were hired. Inter-coder reliability was checked to reinforce the reliability of this technique.

4. Results

Our data reveal several issues related to the use of a tablet for shopping. The majority of respondents use tablets for shopping on Internet (a few times a month or between once and twice a year) (11/18). The GPS of their tablet is “on” for a third of the respondents. We then asked them why they didn’t use this function, and their answers show various reasons. They may prefer their phone or laptop for this functions, or simply don’t know what is the GPS option. Others find it “easier than a map and you can easily find any location”, “to get the shop near by”. Others don’t use it “because of tracking issues and privacy”. One person answered that it was “too complex” whereas another “just uses it as a habit and thinks it is convenient”. An important reason comes from the connection: “I don’t have 3G / 4G on it. It works just with wifi”. When they use their tablet in conjunction with the GPS, they say it “helps me find my way to places and shows me where I am relative to where I want to go”. Convenience is a keyword explaining why this functionality is used.

When we narrowed the topic thanks to a projection related to their memory of their visit of an m-commerce website, nobody among the 18 respondents had already experienced the reception of an SMS/email, with an offer inviting them while walking in the street to come in a restaurant in order to drink a glass of wine. We then asked them what they thought of such an opportunity to get a free glass of wine. Here again, answers vary, ranging from people disliking this idea (5/18) to people finding it very relevant (13/18). People in favor of such a way of getting in touch mainly think that “it is a really good way to reach your possible customers by using social media suitably.” On the other hand, negative answers mentioned the tracking aspect: “I can pay for my own wine. I don’t like my Internet activity being tracked by someone else to receive a bunch of offers. Also, free wine is usually not that good.” Privacy seems important for our sample of respondents. “It is a bit intrusive but depending upon if I have time I might check it out for curiosity sake.” For some of them, it’s a question of time: “As long as I have time, I may go have a try.” When we asked them what they think about receiving this invitation through their mobile (smartphone/tablet), the majority showed privacy concerns, summarized by one respondent “I think that this restaurant is spying me”.

In order to conclude with this phase of projection, we asked our respondents what they thought about the use of this technology for promotion. Most of them think that “it is a great innovation which needs to be tested more in the real world and advertised more” while others think that “it’s the modern form of flyers”. But when our respondents were asked if the invitation they would receive on their mobile through a SMS after visiting the restaurant could please them, most of them responded negatively, finding it “really annoying, too aggressive” and “kind of
disturbing”. Only 2/18 found that “it is an instant way to do the promotion, it’s also very convenient both for buyers and sellers.”

After the questionnaire, we started an in-depth interview phase in order to get more details about three topics: privacy, experience and m-commerce purchasing habits with a tablet.

The first topic was on privacy. We asked our sample if they allowed their operator or any company to know where they are and make offers to them according to their location. A representative answer summarizes respondents view: “I generally switch off location tracking with my apps except where warranted. With this type of app where the customer gets discounts, I am happy for the app to track where I am.” For those who leave the GPS functionality switched on, some respondents mentioned: “It’s ok for me. Because if I allow the company to know where I am it’s because I trust it.” The feeling of privacy being violated seems again very important in this particular case.

The second topic is related to the experience they lived when they received this offer from the operator. 34% rated shopping on tablets “not important at all” and 62% answered from “important” to “very important”. This result shows the interest in tablets for most of the respondents. Comparing smartphones and tablets, 50% of the respondents think that their attention would not be the same if they had a smartphone instead of a tablet. This reinforces the importance to distinguish the use of the two devices to advertise, promote, or make visitors shopping in the website or application. Respondents were then asked, thinking about their visit to the restaurant they are in touch with thanks to a social media relationship, if they would accept them to promote an invitation to the restaurant on their profile. Responses were almost all of this tone: “I would prefer to share personally this experience with my friend, if not I will have nothing to tell my friends”. Even stronger, respondents answered “are you kidding me? After assaulted me, you want to do the same to my friends?” showing the importance to respect their privacy for some of them. Fortunately, none of them experienced this type of experience.

The third and last topic referred to the mobile commerce purchasing habits with a tablet. Respondents were asked which factors encouraged them to visit a particular website again when they used a tablet. 67% answered that “its ease of use” and 66% that the possibility to find “cheaper prices” were the most important aspects they considered with tablets. This reinforces the importance to implement richer interfaces on tablets rather than on smartphones’ screens if adaptive CSS (cascade style sheets) are used on the m-commerce website. The possibility that “promotions are more interesting online” seems important for 34% respondents, before “the time it takes to make a command, faster” (32%) and “ergonomics” (32%) concerns. What encourages respondents to buy on a particular website when they use a tablet mainly lies on trust and convenience aspects: “if the offer meets what I am looking for.” “Ease of use” and “Convenience” were common answers from this sample. If “the website is and guaranteed”, if it has “price, promotion, consumers’ advices” were also cited as answers about the website or application.

Respondents were then questioned about what made them spend more time on a specific website when they used a tablet. Answers converge towards the same aspects: ease-of-use. They distinguish websites that are the “larger ones that are hard to navigate with a phone.” “Interactivity and ergonomics” also reveal to be important assets to consider, in order to facilitate the visit of a website on a tablet. The use of tablets during particular times of the day also appears in answers such as the importance to give to “interesting, relaxing” interfaces, which will not interfere with the time spent with a tablet. An “easy-to-read” interface thanks to large fonts,
short lines of text, large interlines and beautiful and large pictures reinforces this opportunity tablets can offer to users, in comparison to smaller screens of smartphones.

Among the reasons which make our respondents quit a website when they use a tablet, is the difficulty to navigate it, combined with poor functionality or a too complicated interface. When the “interface is not user friendly” or “when there is too much advertisement, too much information”, respondents can become “bored” because of an “ugly website”, which is “not easy to navigate”, and which is “not responsive design” making it “difficult to quickly find what I am looking for”. Concerns in relation with human-machine interaction aspects are underlined by respondents, in line with their m-commerce purchase habits on tablets.

In order to conclude and examine what an “ideal shopping experience on tablet” could be, our respondents mentioned the necessity to show an “up-to-date” content, with “auction availability”. Some mentioned the importance to provide a large choice, “easy-to-use”, with an “interesting content” and a “secure purchasing” side. Other respondents emphasized the responsive aspect of the website to take into account for brands, mentioning “a clear, easy to use, light website”. A respondent also referred to the service provided by the company, mentioning that it should have a “fast delivery” and “great conditions of delivery”, with “good prices”. The fact that he/she uses an “historical website” which is “known for its good service” may be a reason to build loyalty with these customers, interested in quality.

5. Discussion

This paper presented an exploratory qualitative study on the use of tablets. Our study revealed that tablet users are positive to using tablets for m-commerce activities. The analysis of the interviews showed us that the respondents perceived greater accessibility and portability of digital content among the main benefits of using a tablet. Being able to carry around all information materials and read and write reviews and comments was especially appreciated. Also appreciated would be more the possibility for more efficient browsing and searching within websites or apps, especially during relaxing times.

With the increasing proliferation of smartphone and tablet users, it is imperative that online companies have a strong mobile presence. Online vendors should enable mobile users to have an easy access to their website and use it without difficulties. Companies should provide a carefully designed mobile version of their websites or a mobile application so as to facilitate customer interaction with the company as well as other customers. The quality of the interaction with the vendor’s mobile website or application as well as with the vendor’s social media is crucial for driving sales and developing an efficient and effective relationship with the customers. Tablets allow for a new interaction with vendors which should be taken into consideration for the development of their m-commerce strategy. Tablets can be deemed to combine the advantages of both smartphones and laptops, as they can be more functional and easy to use compared to smartphones while maintaining their portability.

With the sheer amount of devices available on the market and the variation in screen sizes, the screen is not adequate as a clear indicator for characterizing a mobile device as a smartphone or a tablet. Phone screens keep getting bigger and bigger, and tablets are getting phone capabilities. As the distinction among devices blurs, understanding consumer behavior and setting successful m-commerce strategies become even more challenging.
M-commerce has profoundly changed the way companies and customers interact. The possibilities are endless in all aspects of everyday life, business, and commerce and in ways yet to be imagined. Marketers understand this dynamic evolution as witnessed by the proliferation of websites, applications, social media and other ways of reaching customers, possibly anywhere, anytime, leading to u-commerce (ubiquitous commerce). The advent of new technologies enabling such advances is developing so fast that it is not easy to keep up with, find the information addressing such questions, and enable organizations of any size to choose the best strategy to deliver their message, product or service.

This rapid adoption of smartphones and tablets coupled with the growing popularity of internet-connected TVs and the promise of web-enabled everyday devices, such as watches, for example Samsung Gear or Sony SmartWatch, and eyeglasses, like Google glasses, mean that digital content needs to be delivered to an ever-increasing number of screens, of various sizes and of various capacities. This creates numerous new ways of selling for companies, and at the same time a need to adapt their m-commerce strategy in order to gain customers and make them as loyal as possible.

Listed in the wave of smart clothing and accessories (‘wearable technologies’) the recent arrival of the swatch Gear, already enables people to read their email and will soon make them able to practice m-commerce from their wrist, by pinch and zoom, as for the already known tablet and smartphone devices. The difference in terms of consumer behavior questions the opportunities for marketers, to target consumers in context even more bitterly, in an even more adeptly manner. Unfortunately, this topic has not been studied and compared if we refer to the academic literature.

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