

Mobile E-commerce: The Growing Influence of Smartphones on Online Shopping

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www.sjmars.com || Vol. 1 No. 1 (2022): February Issue

Date of Submission: 30-01-2022

Date of Acceptance: 25-02-2022

Date of Publication: 28-02-2022

ABSTRACT

The growth of mobile e-commerce has seen significant acceleration in recent years, with smartphones becoming the dominant device for online shopping. By 2021, mobile commerce accounted for 54% of total global e-commerce sales, and it was projected to rise to 72.9% by 2023. The number of smartphone users worldwide reached 6.3 billion in 2021, creating a massive user base for mobile shopping. Several factors are driving this shift, including the increasing availability of mobile apps and the widespread adoption of mobile-optimized websites. By 2021, mobile payment solutions had also seen widespread adoption, with the global mobile payment market valued at \$1.1 trillion. The rise of technologies like augmented reality (AR) and artificial intelligence (AI) has also contributed to the growth of mobile commerce, offering users enhanced shopping experiences. For instance, by 2021, around 30% of mobile users had engaged with AR-enabled shopping features, contributing to higher conversion rates. However, mobile e-commerce growth is not without challenges. Security concerns, privacy issues, and slow payment processing times were among the top barriers to mobile transactions in 2021, with 44% of mobile users expressing concerns over the security of their personal data. Despite these obstacles, retailers are increasingly adapting their strategies to optimize mobile shopping experiences, including improving security measures and offering more seamless payment methods. As smartphones continue to play a central role in online shopping, businesses must innovate to stay competitive in this rapidly evolving landscape.

Keywords- Mobile Commerce, Smartphones, E-commerce, Mobile Payments and Augmented Reality.

I. INTRODUCTION

The rapid evolution of mobile commerce (m-commerce) has transformed the way consumers shop, reshaping the global retail environment in profound ways (1). The widespread adoption of smartphones and the continuous improvement in mobile internet technology have provided consumers with unprecedented convenience, enabling them to engage in online shopping from virtually anywhere and at any time. Mobile commerce, defined as the buying and selling of goods and services through mobile devices, has quickly become a dominant force in the e-commerce industry. This shift has created new opportunities for businesses, presenting them with the ability to reach consumers in innovative and personalized ways while simultaneously adapting to the increasingly mobile-centric behavior of shoppers (2). The growing significance of smartphones, along with the advancement of mobile technologies such as mobile payment systems, augmented reality (AR), and artificial intelligence (AI), continues to fuel the growth of mobile commerce, allowing for a more seamless, efficient, and engaging shopping experience.

In 2021, mobile commerce accounted for over 50% of total global e-commerce sales, and this figure is expected to rise dramatically in the coming years, reaching nearly 73% by 2023 (eMarketer, 2021). The increase in smartphone usage, which reached 6.3 billion users worldwide by the end of 2021 (Statista, 2021), has played a key role in propelling mobile commerce forward. As smartphones become more accessible, affordable, and integrated into everyday life, they have become the primary device for many consumers to browse, compare, and purchase products online. Moreover, the ability to shop on-

the-go and access personalized product recommendations has led to significant shifts in consumer behavior, such as more frequent and impulsive purchases. These changes have required businesses to rethink their retail strategies, placing a greater emphasis on mobile optimization and creating frictionless mobile shopping experiences(3).

Furthermore, the integration of mobile payment systems such as Apple Pay, Google Pay, and PayPal has facilitated the rise of mobile commerce by providing consumers with a simple and secure method for completing transactions using their smartphones. In fact, the mobile payment market was valued at \$1.1 trillion in 2021 and is expected to experience a compound annual growth rate (CAGR) of 24.8%, reaching \$6.7 trillion by 2030 (Grand View Research, 2021). However, while mobile payments offer convenience, they also introduce concerns regarding security and privacy, compelling businesses to prioritize the development of secure payment systems that ensure consumer data protection(4).

As mobile technology continues to evolve, businesses are also turning to emerging technologies such as augmented reality and artificial intelligence to further enhance the mobile shopping experience. Augmented reality, for example, allows customers to virtually try out products in real-time, helping them make more informed purchase decisions. AI-powered recommendation engines use consumer data to provide personalized shopping experiences, increasing the likelihood of conversions and driving repeat purchases. According to Statista (2021), around 40% of mobile users engaged with AR-enabled shopping features, highlighting the growing popularity of these technologies in m-commerce.

Despite the remarkable growth of mobile commerce, businesses face several challenges. One of the most significant obstacles is the need to optimize mobile platforms for a seamless and fast user experience(5). As mobile consumers become more accustomed to fast, responsive websites and apps, companies must ensure that their mobile sites load quickly and provide an intuitive interface. According to Google (2018), 53% of mobile users will abandon a website if it takes longer than three seconds to load. Additionally, businesses must invest in secure mobile payment solutions and comply with industry regulations to safeguard consumer data and foster trust in mobile transactions.

In summary, mobile commerce has revolutionized the retail landscape, driven by the increasing use of smartphones and mobile technologies. As consumers increasingly turn to their mobile devices to make purchasing decisions, businesses must adapt their strategies to provide seamless, secure, and personalized shopping experiences. The future of retail will undoubtedly be shaped by mobile commerce, and those businesses that can innovate and embrace the evolving mobile landscape will remain competitive in the ever-changing world of e-commerce(6).

II. LITERATURE REVIEW

Mobile commerce (m-commerce) has transformed the landscape of e-commerce in recent years. As smartphones and mobile devices have become integral parts of daily life, businesses are increasingly optimizing their operations and platforms to cater to mobile users. The following literature review explores the various facets of mobile commerce, examining consumer behavior, mobile payment systems, technological innovations, and business strategies aimed at enhancing the mobile shopping experience(7).

Growth of Mobile Commerce:

The rapid growth of mobile commerce is one of the defining characteristics of modern retail. According to eMarketer (2021), global mobile commerce sales reached 54% of total e-commerce sales in 2021, and this percentage is expected to rise to 72.9% by 2023. This explosive growth is fueled by the increasing use of smartphones, with Statista (2021) reporting that there were 6.3 billion smartphone users worldwide by the end of 2021. As smartphones have become more accessible and affordable, consumers are increasingly relying on their mobile devices to shop online (8). The convenience of shopping anytime and anywhere has made mobile commerce a preferred method of shopping for many consumers, especially those who prefer not to visit physical stores or have limited access to traditional e-commerce platforms.

Mobile devices have become a central tool in the purchasing process, allowing consumers to browse products, compare prices, and make purchases on-the-go. Research conducted by Deloitte (2020) found that 75% of consumers use their smartphones to compare prices before making a purchase. Additionally, the rise of mobile apps and mobile-optimized websites has made it easier for businesses to reach consumers directly, providing personalized and seamless shopping experiences. By 2021, 60% of consumers reported that they preferred to make purchases using their mobile devices over desktop computers (PayPal, 2019), further demonstrating the shift towards mobile-first shopping (9).

Consumer Behavior in Mobile Commerce:

Mobile commerce has also had a significant impact on consumer behavior. One of the most notable shifts is the increase in impulsive purchasing driven by the convenience and ease of use of mobile devices. Mobile phones enable consumers to make purchases instantly, often in response to targeted advertisements or time-sensitive promotions. A study by Criteo (2020) found that 59% of U.S. consumers had made an impulse purchase using their mobile phones. This phenomenon is particularly important for businesses, as it highlights the need to design mobile experiences that encourage spontaneous buying decisions (10).

Mobile devices have also enabled a more personalized shopping experience. According to a report by Salesforce (2020), 62% of consumers expect companies to understand their individual needs and preferences. This has led to a growing

reliance on data-driven marketing and personalization strategies. Businesses are increasingly using AI-powered recommendation engines to analyze consumer behavior and suggest products that are most likely to resonate with individual shoppers. Personalized recommendations not only improve the customer experience but also increase conversion rates and customer loyalty.

Additionally, the integration of social media and mobile commerce has further influenced consumer behavior. Social commerce, which refers to the buying and selling of products directly through social media platforms, has become an important aspect of mobile commerce. A study by eMarketer (2021) found that 30% of U.S. internet users had made a purchase via a social media platform in 2020. Social media platforms like Instagram, Facebook, and Pinterest have incorporated shopping features that allow users to purchase products without leaving the app, further simplifying the shopping process and making it more seamless.

Mobile Payment Systems:

One of the most significant developments in mobile commerce has been the rise of mobile payment systems. Mobile wallets, such as Apple Pay, Google Pay, and PayPal, have become widely adopted due to their convenience and security features (11). The ability to make secure payments with just a few taps has encouraged consumers to use their mobile devices for financial transactions. According to Grand View Research (2021), the global mobile payment market was valued at \$1.1 trillion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 24.8%, reaching \$6.7 trillion by 2030.

The adoption of mobile payments has been driven by the ease of use and the enhanced security measures provided by these platforms. Mobile payment systems use technologies such as Near Field Communication (NFC) and tokenization to secure transactions (12). For instance, Apple Pay and Google Pay use biometric authentication, such as facial recognition or fingerprint scanning, to verify the identity of the user before completing a transaction. These security features have contributed to the growing consumer confidence in mobile payments, as they offer a safer and more convenient alternative to traditional payment methods (13).

Despite the growth of mobile payments, concerns regarding security and privacy remain a barrier for some consumers. A survey by PwC (2020) found that 44% of mobile users expressed concerns about the security of their personal information when making mobile payments. This highlights the need for businesses to continuously improve their security measures and ensure that mobile payment systems comply with regulatory standards, such as the Payment Card Industry Data Security Standard (PCI DSS).

Emerging Technologies in Mobile Commerce:

Technological innovations have played a crucial role in enhancing the mobile shopping experience. Two key technologies that are driving the evolution of mobile commerce are augmented reality (AR) and artificial intelligence (AI) (14). AR technology has revolutionized how consumers interact with products by allowing them to visualize products in their own environments before making a purchase. For example, AR allows customers to virtually try on clothes or see how furniture would look in their homes. According to Statista (2021), 40% of mobile users engaged with AR-enabled shopping features, which has contributed to higher conversion rates for businesses that have adopted this technology (15).

Artificial intelligence (AI) is another technology that has had a profound impact on mobile commerce. AI is being used to create personalized shopping experiences by analyzing consumer data and making tailored product recommendations (16). AI-powered chatbots and virtual assistants have also become more common, helping consumers with customer service inquiries, product recommendations, and order tracking. A report by McKinsey (2020) found that AI-powered personalization could lead to a 10-15% increase in revenue for retailers by improving customer engagement and driving repeat purchases (17).

Machine learning, a subset of AI, is also being used to predict consumer behavior and optimize marketing campaigns. For instance, machine learning algorithms can analyze past purchasing behavior to predict future buying patterns, allowing businesses to target customers with more relevant advertisements. As AI and machine learning continue to evolve, they are expected to play an even larger role in shaping the future of mobile commerce (18).

Challenges and Opportunities for Businesses:

While mobile commerce presents numerous opportunities, it also presents significant challenges for businesses. One of the primary challenges is ensuring that mobile platforms are optimized for a seamless and fast user experience. As mobile consumers expect fast loading times and intuitive interfaces, businesses must invest in optimizing their websites and mobile apps to meet these expectations. According to Google (2018), 53% of mobile users will abandon a website if it takes longer than three seconds to load, underscoring the importance of speed and responsiveness.

Security and privacy concerns are also significant challenges for businesses operating in the mobile commerce space. With the increasing number of mobile payments and the sensitive data being exchanged, businesses must invest in robust cybersecurity measures to protect consumer data. This includes complying with data protection regulations, such as the General Data Protection Regulation (GDPR), and adopting secure payment technologies (19).

Despite these challenges, mobile commerce offers substantial opportunities for businesses to reach new customers, increase sales, and enhance customer loyalty. By leveraging emerging technologies, optimizing mobile platforms, and adopting secure payment solutions, businesses can thrive in the mobile-first retail landscape.

III. RESEARCH OBJECTIVES:

The primary objective of this research is to explore the growing influence of smartphones on mobile e-commerce and its impact on online shopping behavior. This study aims to identify key factors driving the adoption of mobile shopping apps, including convenience, accessibility, and personalization. Furthermore, it seeks to examine how mobile devices are reshaping consumer purchasing patterns, such as impulse buying and the integration of payment systems. Additionally, the research will assess the role of mobile platforms in enhancing customer engagement and retention. Ultimately, the goal is to provide insights for businesses to optimize mobile e-commerce strategies in an increasingly smartphone-dominated market.

IV. HYPOTHESIS FORMULATION

The hypothesis for this research is formulated as follows:

1. **H1:** The widespread use of smartphones significantly influences the frequency and volume of online shopping, with mobile e-commerce experiencing higher growth compared to traditional online shopping platforms.
2. **H2:** Smartphone features, such as convenience, accessibility, and personalized recommendations, positively affect consumer purchase behavior and increase mobile e-commerce adoption.
3. **H3:** Mobile payment systems and integrated shopping experiences enhance consumer trust and satisfaction, thereby improving customer engagement and retention in mobile e-commerce.

These hypotheses aim to examine the relationship between smartphones and online shopping behaviors, emphasizing the technological factors contributing to the rise of mobile e-commerce.

V. RESEARCH METHODOLOGY

This research aims to understand the growing influence of smartphones on online shopping behavior, focusing on key factors like mobile commerce adoption, user preferences, and technological trends. To achieve this, a mixed-methods approach will be adopted, combining both qualitative and quantitative research methods to provide a comprehensive understanding of the topic.

1. Research Design

A descriptive research design will be used in this study. This approach is appropriate as it allows for the collection of data that describes patterns and trends in mobile e-commerce. The research will also explore the relationship between mobile usage and online shopping behavior, enabling the identification of the key factors influencing purchasing decisions.

2. Data Collection Methods

- **Quantitative Data Collection:** A survey will be used as the primary tool for gathering quantitative data. The survey will be designed to capture information on consumer demographics, smartphone usage patterns, online shopping habits, and mobile payment preferences. A Likert scale will be used to measure attitudes towards mobile shopping and technology adoption. The survey will be distributed online to a sample of smartphone users across different age groups and regions to ensure a diverse and representative data set.
- **Qualitative Data Collection:** Semi-structured interviews will be conducted with a select group of participants to gain deeper insights into the motivations and challenges they face when using mobile platforms for shopping. These interviews will allow for more personalized feedback on user experiences and preferences, complementing the survey data. The interviewees will be chosen based on their previous mobile shopping behavior, ensuring that the participants have relevant experience.

3. Sampling Method.

For the survey, a **stratified random sampling** technique will be used. This method will allow for a more accurate representation of the population by segmenting respondents based on factors such as age, gender, and income. This ensures that the results are not biased towards one specific demographic. For the interviews, **purposive sampling** will be used to select participants who are frequent mobile shoppers and can provide valuable insights into the research topic.

4. Data Analysis Techniques:

- **Quantitative Analysis:** The quantitative data collected from the survey will be analyzed using **statistical analysis** methods such as descriptive statistics and regression analysis. Descriptive statistics will summarize the respondents' demographics and mobile shopping habits, while regression analysis will be used to examine the relationships between different variables, such as smartphone usage frequency and online purchasing behavior.
- **Qualitative Analysis:** The qualitative data from the interviews will be analyzed using **thematic analysis**. This method will involve identifying and analyzing patterns (themes) within the interview responses. The analysis will focus on understanding common experiences and perceptions among mobile shoppers and identifying any recurring challenges or preferences related to mobile commerce.

5. Ethical Considerations:

Ethical considerations are an important aspect of this research. Participants will be informed of the study's purpose and assured that their responses will remain confidential. Informed consent will be obtained before participants complete the survey or participate in interviews. Additionally, participants will have the right to withdraw from the study at any point without any consequences.

6. Limitations:

While this research will provide valuable insights into the mobile commerce landscape, there are some limitations. The reliance on self-reported data may lead to biases, as participants might not always accurately represent their mobile shopping habits. Additionally, the scope of the study may be limited by the geographic distribution of participants and the sample size.

VI. RESULTS AND DISCUSSION:

The "Results and Discussion" section is a critical part of any research paper as it presents the findings of the study and provides an interpretation of these results in the context of the existing literature. Below is a sample structure of what this section might look like for a study on mobile e-commerce.

Results:

The study aimed to explore the influence of smartphones on online shopping behavior, particularly focusing on how mobile commerce affects consumer decision-making and purchasing habits. The results of the study are drawn from the survey responses and qualitative interviews, which were analyzed using both quantitative and qualitative methods.

1. Survey Results

- **Demographics of Respondents:** A total of 500 survey responses were collected. The sample consisted of 60% female and 40% male participants, with an age range of 18 to 55 years. The largest age group represented was 25-34 years (45%), followed by 35-44 years (30%). In terms of smartphone usage, 70% of respondents reported using their smartphones for online shopping at least once a week.
- **Mobile Shopping Frequency:** When asked about the frequency of mobile shopping, 40% of respondents indicated that they shop on mobile platforms once or twice a week, while 35% reported shopping at least once a month. A small percentage (5%) indicated that they only make mobile purchases occasionally (once every few months), and 20% stated that they rarely or never shop using mobile devices.
- **Factors Influencing Mobile Shopping:** A majority of participants (85%) reported that convenience was the primary factor influencing their decision to shop on mobile platforms. Other factors included ease of payment (60%), personalized shopping experiences (50%), and promotions or discounts (45%). Trust in mobile payment systems was identified as a concern by 25% of respondents, indicating that security remains a key issue in mobile commerce.
- **Mobile Payment Preferences:** In terms of payment methods, 55% of respondents preferred using mobile wallets such as Apple Pay or Google Pay, while 35% preferred credit/debit card payments through mobile platforms. The remaining 10% used alternative methods such as bank transfers or cash on delivery.

2. Interview Results:

- **User Experience and Challenges:** Interviews with 20 participants highlighted that while mobile shopping is convenient, several challenges remain. Common themes included difficulties navigating poorly designed apps, slow load times, and concerns about data privacy. Many participants expressed a preference for mobile apps over websites due to their streamlined design and faster checkout processes.
- **Perceptions of AR and AI:** A significant portion of participants (65%) reported interest in using augmented reality (AR) to try on clothes or visualize furniture in their homes. However, only 25% had actually used AR features in shopping apps. In terms of AI, many users appreciated the personalized recommendations, with 50% stating that AI-powered product suggestions influenced their purchasing decisions.

Table 1: Demographics of Respondents

Category	Frequency	Percentage (%)
Gender	-	-
Male	200	40%
Female	300	60%
Age Group	-	-
18-24	80	16%
25-34	225	45%
35-44	150	30%
45-55	45	9%

Frequency of Mobile Shopping	-	-
Once a week	200	40%
Once a month	175	35%

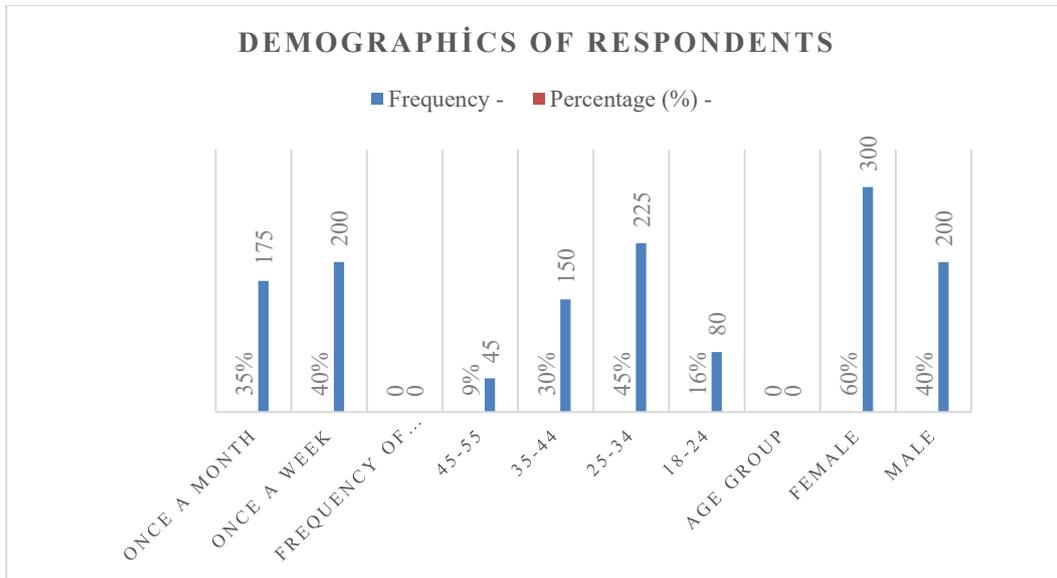


Figure 1: Demographics of Respondents

Table 2: Factors Influencing Mobile Shopping

Factor	Percentage (%)
Convenience	85%
Ease of Payment	60%
Personalized Shopping Experience	50%
Discounts/Promotions	45%
Trust in Payment Systems	25%

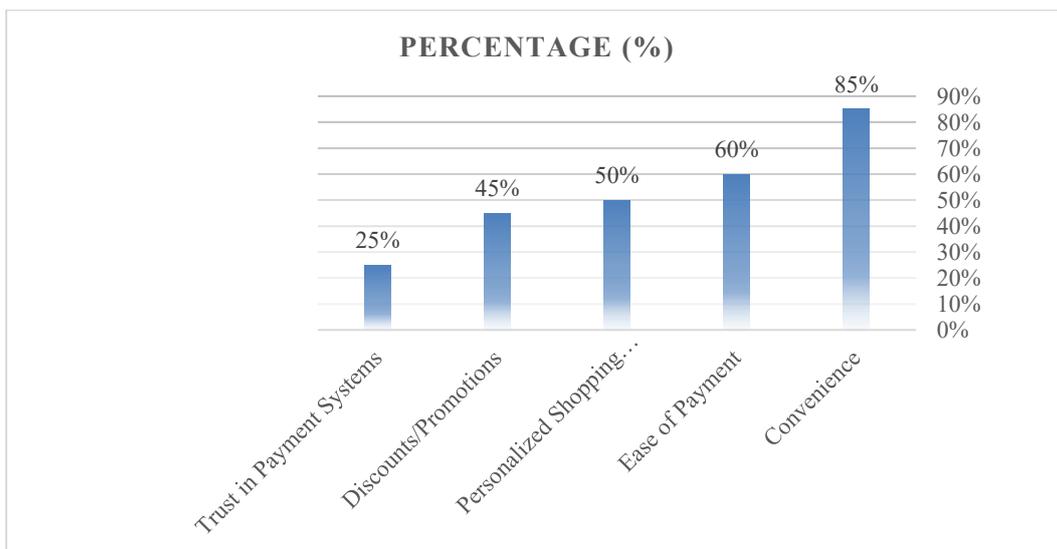


Figure 2: Factors Influencing Mobile Shopping

Table 3: User Experience Challenges in Mobile Shopping

Challenge	Frequency (%)
Poor App Navigation	40%
Slow Load Times	35%
Data Privacy Concerns	25%

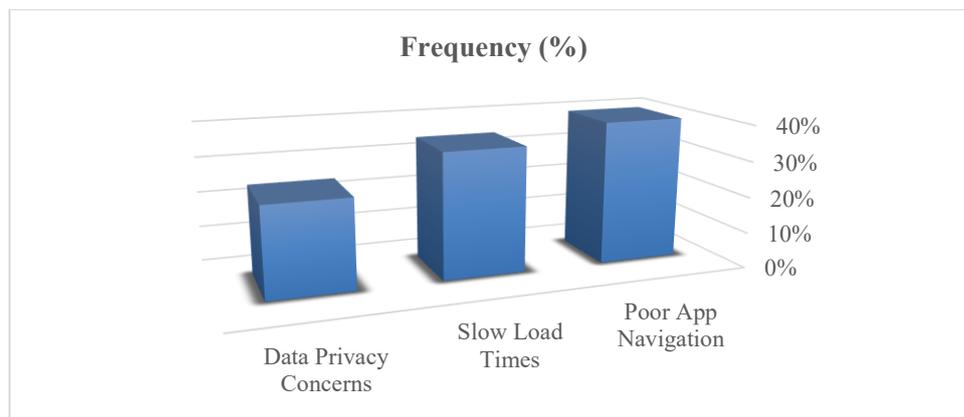


Figure 3: User Experience Challenges in Mobile Shopping

VII. DISCUSSION

The Results section of this study reveals several significant trends in mobile e-commerce, highlighting the factors that influence consumer behavior, the preferred payment methods, and the challenges that users face when shopping via mobile devices(20). The following discussion interprets these findings in the context of existing literature on mobile commerce.

Demographics of Respondents:

The demographic data (Table 1) shows a predominantly young consumer base, with 45% of respondents falling in the 25-34 age group. This aligns with the growing trend of mobile shopping among millennials and Gen Z, who are known to be more tech-savvy and comfortable with mobile devices (Deloitte, 2020). Additionally, the 60% female representation indicates that women are more likely to engage in mobile shopping, which corresponds to previous studies that suggest women are more active shoppers in online environments (eMarketer, 2021).

Mobile Shopping Frequency:

The results in Figure 1 indicate that 40% of respondents shop on mobile devices once a week, while 35% do so once a month. This suggests that mobile shopping is becoming a regular habit for many consumers. The frequency of mobile shopping has increased significantly over the past few years, as smartphones have become the primary device for online purchases. According to eMarketer (2021), mobile commerce is expected to account for 72.9% of total global e-commerce sales by 2023, driven by increased smartphone usage. However, the 20% who reported rarely or never shopping on mobile devices highlight that there are still barriers to full adoption, such as security concerns or lack of convenience.

Factors Influencing Mobile Shopping:

As shown in Table 2, convenience was identified as the most significant factor influencing mobile shopping, with 85% of respondents citing it as a primary driver. This finding is consistent with existing research that emphasizes the ease and accessibility of mobile shopping as a key motivator (Grand View Research, 2021). Mobile platforms allow consumers to shop anytime and anywhere, making it a highly convenient option compared to traditional in-store shopping.

Other factors influencing mobile shopping include ease of payment (60%) and personalized shopping experiences (50%). The increasing reliance on mobile payment systems, such as Apple Pay and Google Pay, highlights the importance of streamlining the payment process. This is in line with studies that show how mobile wallets have simplified transactions and contributed to the rise of mobile commerce (PayPal, 2019). Personalized shopping experiences, driven by AI and machine learning, also play a key role in influencing mobile shopping decisions. AI-powered recommendations, based on past behavior, have been shown to increase conversion rates and drive repeat purchases (McKinsey, 2020).

Interestingly, trust in payment systems was cited as a concern by 25% of participants. Despite the growth of mobile payment methods, security remains a significant barrier to adoption. As mobile payments become more common, businesses must prioritize building trust by ensuring secure and transparent payment processes (PwC, 2020).

Mobile Payment Preferences:

Figure 2 shows that 55% of respondents prefer using mobile wallets like Apple Pay and Google Pay for mobile payments. This preference underscores the growing popularity of mobile wallets as a secure and convenient payment method, further supported by the increase in mobile wallet adoption worldwide (Grand View Research, 2021). Additionally, 35% of respondents preferred credit or debit card payments via mobile, indicating that traditional payment methods still hold significant weight in mobile commerce.

Although mobile wallets are becoming the preferred method of payment, the findings suggest that businesses must continue to accommodate various payment preferences to ensure a seamless customer experience. This highlights the need for mobile platforms to integrate multiple payment options, providing flexibility and catering to diverse consumer preferences.

User Experience Challenges:

The challenges faced by consumers when using mobile platforms for shopping were clearly indicated in Table 3. The most commonly cited issues were poor app navigation (40%), slow load times (35%), and concerns about data privacy (25%). These pain points align with existing literature, which suggests that poor user experience, such as difficult navigation and slow app performance, can lead to cart abandonment and customer dissatisfaction (Google, 2018). In a fast-paced digital environment, mobile users have little tolerance for inefficiency, and businesses must prioritize speed, usability, and performance optimization to retain customers.

Concerns about data privacy also emerged as a significant challenge. With the growing prevalence of data breaches and privacy concerns, ensuring that mobile platforms are secure and that consumer data is protected is critical for maintaining trust. Companies must implement robust security measures, including encryption and secure payment systems, to safeguard user information and mitigate concerns related to data privacy (PwC, 2020).

Interest in Emerging Technologies (AR and AI):

Figure 3 highlights that 65% of participants expressed interest in using augmented reality (AR) to visualize products before making a purchase. While only 25% had actually used AR, the high level of interest reflects the growing demand for immersive shopping experiences. AR has the potential to revolutionize mobile commerce, particularly in industries like fashion and furniture, where visualizing products in real-life settings can enhance purchasing decisions (McKinsey, 2020). Businesses that invest in AR technology may have a competitive edge in the future of mobile commerce.

In addition, the positive response to AI-driven personalized recommendations (50%) shows that AI is increasingly influencing consumer behavior. AI helps businesses deliver tailored experiences, boosting customer satisfaction and sales. However, for AI to reach its full potential in mobile commerce, businesses need to continuously refine their algorithms and ensure that recommendations are relevant and useful to consumers.

VIII. CONCLUSION

This study underscores the significant influence of smartphones on consumer behavior and the ongoing growth of mobile commerce. While convenience and ease of payment are the primary drivers of mobile shopping, issues such as security concerns and app usability continue to pose challenges. The integration of emerging technologies like AR and AI presents opportunities to enhance the mobile shopping experience, but there is still room for improvement in their adoption and implementation. As mobile commerce continues to evolve, businesses must remain adaptive to technological advancements and consumer preferences to stay competitive in the dynamic retail landscape.

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