INTRODUCTION

The motivation for this special issue comes from the significant increase in mobile (M)-Commerce activities, and the explosion in availability of Smart Phone applications over the past number of years. Consumer adoption of Smart Mobile Media Devices (SMMD), such as Smart Phones and Smart Tablets, is growing internationally at a phenomenal rate, and it is predicted that the range and extent of Smart Mobile Media Services (SMMS) available through these devices will increase exponentially over the coming months and years, as more and more commercial entities realise the potential of M-Commerce.

Smart Mobile Media Services are predicted to become the “killer applications” of M-Commerce, as they provide consumers with permission based, dynamically profiled, location, context and task specific, products, services, content and transactions for Smart Mobile Media Devices (Duane & O’Reilly, 2010). The ubiquity of Smart Mobile Media Devices extends the time-space paradigm of traditional marketing of products and services, and amplifies the importance of location, time, and personalisation. This is very evident in the development of Smart Phones, as they integrate functionality that previously required numerous technological artifacts. This functionality is enabling the delivery of a wide range of transactional M-Commerce products and services, directly to consumers’ personal Smart Phone devices. Thus, many industry and academic experts believe that the M-Commerce channel will achieve in the next three to four years, what the E-Commerce channel has achieved in the last fifteen years.

While Smart Mobile Media Devices present significant M-Commerce opportunities for all organisations, the M-Commerce channel is entirely contingent on consumers’ willingness to not only use these devices to engage in transactional tasks such as bookings, ticketing, and accessing information on products and services, but rather to actually make an M-Payment and as such, complete the M-Commerce transactional loop. Thus, M-Payments are a critical enabler of the true commercial value of Smart Mobile Media Devices, and in particular, Smart Phones. However, many consumers are reluctant to make an M-Payment using a Smart Phone, as with any Internet connected technology, Smart Phones pose security risks and uncertainty for consumers when connected to the mobile Web. Consumers are concerned about security and privacy when using their Smart Phones to interact and transact with mobile Web vendors. This is not entirely surprising, as risk has long
been recognised as a key issue in understanding consumer behaviour.

Many businesses are still trying to understand and establish a clear business case for investment in Smart Mobile Media Services (SMMS) strategies, and have as such, deferred making decisions regarding the M-Commerce channel. This decision making process is significantly hampered by difficulties in identifying mobile technologies, and M-Payment platforms and mechanisms, suitable for their business environment and acceptable to their customers.

Thus, it is quite clear, that although growth forecasts for Smart Mobile Media Services (SMMS) are positive, the reality is quite different, as consumer sentiment toward M-Commerce is influenced by perceptions of risk and uncertainties regarding transactions and data transfers; with many businesses awaiting a further maturity of mobile technology and M-Payment platforms. If the potential of using Smart Mobile Media Devices such as Smart Phones for M-Commerce is to be realised, the ability of consumers to engage with transactional Smart Mobile Media Services (SMMS), and to make M-Payments for products/services using these devices in an easy, safe, transparent, and reliable manner, is of significant importance. Furthermore, a suite of business models must be developed and advanced that establish clear business cases to justify the significant investment in Smart Mobile Media Services (SMMS) strategies for M-Commerce by businesses.

The following four articles provide an interesting cross-section of studies that address research and managerial issues in this area.

**SUMMARY OF ARTICLES**

In the first article, “Research on Food Allergy Information using Smart Mobile Media Devices to Enhance Communication at Restaurants,” Ogawa et al. examine how the restaurant industry can communicate food allergy information to consumers using a Smart Mobile Media Device (SMMD). The study is based on a mixed methods approach using interviews, focus groups and usability testing of a touch panel mobile device. The study reveals that while consumers were favourable towards information provided via the SMMD, platforms such as iPads and other tablet devices with larger screen sizes, may be more viable in a restaurant environment, but only when complemented by information provided by restaurant personnel and other complementary sources.

The second article, “Retail in the Digital City,” by Keegan et al. addresses the issue of enabling small retailers to harness the benefits of M-Commerce to provide services congruent with the digital city concept. The study employs a mobile shopping system called EasiShop deployed on a Smart Phone, which links with multiple retailers stock control infrastructures via Bluetooth communication, enabling consumers within a “hotspot” to browse a list of products, selecting products of interest. Retailers may then offer the product for sale directly to the consumers Smart Phone, or engage in time-limited auctions to vie for the consumer’s business. Overall, the authors find that both retailers and consumers positively view this application of M-Commerce, but further research is required to overcome consumers’ privacy and security concerns with respect to Smart Phones and M-Commerce, if its commercial potential is to be fulfilled.

In the third article, “What’s Around Me? Applying the Theory of Consumption Values to Understanding the Use of Location-Based Services (LBS) on Smart Phones,” Zhang and Mao investigate consumers’ behavioural intention to use LBS, by examining consumers’ personal values and their influences using a model by Sheth et al. (1991). The study is based on a survey of 226 Smart Phone users engaged with location based services, and the model is tested using SmartPLS. The authors find that consumption values significantly influence consumers’ intention to use location based services on Smart Phones, and to positively promote these services to others. Theoretical and business implications, as well as future research ideas are discussed based on the findings.
In the final article, “Drivers and Inhibitors of Mobile-Payment Adoption by Smartphone Users,” Andreev et al. investigate the drivers and inhibitors of consumers’ willingness to make an M-Payment for mobile location based services (LBS) using a Smart Phone. The study is based on data from 122 valid responses which are analysed using the Partial Least Squares (PLS) technique. The authors find that Perceived Risk is the main inhibitor of user willingness to make an M-Payment for LBS and the magnitude of this inhibitor’s negative impact is at least twice the magnitude of any other driver’s positive impact. The authors conclude that the tangible benefits of LBS on Smart Phones must outweigh the intrusion, privacy and security concerns of users, before the potential of M-Payments will be realised.

CONCLUSION

We would like to thank the authors and the reviewers for their contribution to this issue of the International Journal of E-Business Research. We also would like to thank the Editor-in-Chief, Professor In Lee, for the opportunity to edit this issue. It is our hope that this issue is interesting, relevant and timely for practitioners and researchers interested in Smart Mobile Media Services (SMMS) development and application now and into the future.

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