Mobile Marketing – A Smart Way of Marketing

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ABSTRACT *Information technology has an important impact on human civilization. It affects everything from our daily life to business. One of the advances in information technology is wireless mobile technology which is based on communication anytime anywhere concept, among the wireless communicator-mobile phone has come up a long way. This research paper throw's light on the importance of mobile marketing and involves a detailed study on policies and practices adopted by mobile marketer. In this paper we have tried to give an in depth current development of the mobile marketing and the consumer attitudes towards mobile marketing, the success factors and barriers of mobile commerce in consumer markets are also explained and analyzed.*

Review of Literature

A study shown by Heinonen & Strandvik (2003) showed that mobile channels are perceived to be more personal than traditional and email channels. This creates high expectations for the relevance of marketing communication messages. A consumer expects messages to be personal and of high interest and this makes the disappointment greater when they get undesired messages. Mobile advertising may even step over the line of discretion and invade consumer's privacy because of the personal nature of the mobile device. Li et al (2002) discusses how negative reactions like irritation arise through intrusion advertising. The channel influences consumer responsiveness to marketing communication by being perceived as either disturbing or acceptable. If the consumer considers marketing communication via a channel as disturbing it may negatively affect the attention and perception of message. In contrast, the channel may also enhance the acceptance of the marketing communication if it is perceived as appropriate for the specific marketing communication. Also, some consumers may perceive the channels as neutral; i.e.it is neither disturbing nor accepted.

Despite substantial marketing potential, research on mobile advertising and particularly through its most successful application, short message service (SMS) is still embryonic. In a comprehensive survey concerning consumers experiences of direct marketing channels in Finland it was found that consumers perceived direct marketing channels differently compared to each other.(Finnish Direct Marketing Association,2002).New media in the digital economy have created potentially tools for direct and interactive marketing. Traditional marketing communication strategies have been based on the interruption logic (Godin 1999) where the consumer is forced to momentarily pay attention. Permission marketing was introduced as a new managerial approach in marketing communication. It has been argued that firms benefit from getting consumers permission to be contacted permission from the consumer would resolve the difficulties to get access to the consumer. Permission is however not necessarily a guarantee that the consumer pays attention, it is only a door opener and gives an indication of the consumer's potential interest areas.

We believe that by using the information retrieval and filtering capabilities of mobile agents and locational information about the user, there exists a good opportunity for mobile marketing.one of the main challenges and opportunities for mobile advertising companies is to understand and respect the personal nature of the usage of mobile phones (Barwise & Strong 2002, Heinonen & Strandvik 2003,Barnes & Scornavacca 2004, Jelassi & Enders 2004)

The mobile advertising relevance can be influenced by the contextualization (Kenny and Marshall,2000,Yuan & Tsao 2003) of advertising messages. Barwise & Strong (2002) take up the flexibility and time based nature but also the fact that the small screens restrict the length of the message.

Barnes (2002) stresses the interactive nature of mobile marketing and the ability to use contextual information to target the messages to individual receivers, in other words to personalize the message. Location aware advertising messages are creating five to ten times higher click through rates compared to traditional internet advertising messages (Ververidise & Polyzos 2002).

Introduction
Mobile phone:
Mobile phone is the latest marketing tools for Marketers. Through the introduction of data services, short message services (SMS), multimedia service (MMS) etc., mobile phone is rapidly becoming a viable commercial marketing channel. Mobile phone is a highly personal channel. It has revolutionized our lives. It is one system which provides connectivity anytime anywhere. It is the most efficient communication device. It has almost replaced the laptops by enabling access to the internet through cell phone. Few years back the basic function of mobile phone was limited to just attending and responding to calls but with the advent of modern technology it is fulfilling an array of human requirements.

Mobile marketing:
This refers to marketing activities and programs performed via mobile phone. The increased usage of smart phones, tablets, and other such devices has given a tremendous boost

to mobile marketing it has bypassed the e marketing also. The greatest beauty of this communication is that it is target specific. Many brands have already started to adopt this communication strategy knowing the potential that the mobile as the medium offers. For instance, Domino's Pizza launched a mobile application to order the pizza from mobile. The user just needed to download the app on their mobile to see the latest offer / combo and order the favorite pizza.

Facts and statistics about mobile marketing
India's web traffic is dominated by mobile devices with phones accounting for 72% of all web pages in the second most populous nation.

(January 2015)
By 2017, mobile devices will make up 87 percent of the total sales of Internet-enabled technology.

(April 2014)
Globally, mobile ad spend jumped by 105% in 2013 and is predicted to climb another 75% this year for a total of $31.5 billion.

(April 2014)
Consumers are not going on desktop to share brand messages, rather they are going to mobile devices. Flurry's most recent study shows 86% of mobile usage is within apps.

(April 2014)
In India, mobile devices account for 72% of all web site traffic.

(April 2015)
The accelerating growth of mobile phones has also introduced a new terminology-mobile commerce

Mobile-commerce:
Any transaction which has a monetary value and which is conducted via mobile communication is known as mobile commerce. This is becoming quite popular in recent era because it is appealing to marketers and consumers also. Consumers feel at ease in using this new mode of transaction as they can transact sitting in their home, their offices, while travelling etc. Mobile commerce is also known as as 'm-Commerce' in which user can do any sort of transaction including buying and selling of the goods, asking any services, transferring the ownership or rights, transacting and transferring the money by accessing wireless internet service on the mobile handset itself. m-Commerce has several major advantages over its fixed counterparts because of its specific inbuilt characteristics such as personalization, flexibility, and distribution. Mobile commerce promises exceptional business, market potential and greater efficiency.

m-Commerce can be a huge success for the Indian market but this requires a complete ecosystem, partners must be synchronized so that the best benefits go to consumers and their confidence is assured. Although m-commerce market in India is in nascent stage, m-payment and m-banking segments have shown significant growth over the last few years.

The major forces underpinning the emergence of mobile commerce can be summarized as follows:

Proliferation of mobile devices
Convergence of mobile telecommunication network and internet

Introduction of 3G (third generation mobile system)

Emergence of new application and services

Mobile Commerce and business:
Mobile commerce has created a new marketplace for the marketers, producers, distributors, retailers and customers. It has revolutionized human lives.

Factors which contributes or impedes mobile marketing
What we have found through our study is that developing a successful mobile commerce system needs to meet a variety of success factors including process supports, functional capability, implementation, marketing and improving trust. Barrier comes in the form of mobile web browsers, technological skills, perception of risks and traditional shopping culture. People still find it difficult to purchase products through keyboards. They complain of missing personal satisfaction during purchase which is there in case of real world shopping.

Research Methodology
A total of 50 individuals (25 male and 25 female) participated in this research. We conducted our research in the age group 17-25.

Data Source:
Primary data collected through well designed schedule.

Research Approach:
Survey method and observation method

We noticed responses from the customers as detailed below:-

When asked do they use a mobile phone (e.g. cellular phone)?

90% said that they use mobile phones

10% said that they still use base line phones

When asked does your mobile have internet connectivity

60% said that they have internet connectivity

30% said they don't need internet connectivity on phone

10% was not aware about internet connectivity

When asked are you happy of receiving advertisements on your mobile phone?

80% said that advertisements on mobile phones irritates them

20% said they enjoy it

When asked do you think your mobile service provider has the responsibility of filtering commercial messages sent to your mobile phone?

70% said that yes it is their responsibility to keep a check on this

20% said that we can control it on our own

10% were of neutral response

When asked do you like mobile marketing if it suits your requirement and provides valuable information?

50% said yes they like mobile marketing

30% said no they don't like mobile marketing

20% said don't know anything about mobile marketing

When asked do you likely to accept mobile marketing if the messages will be specific to your location (e.g. send you a discount coupon where you are searching for a restaurant)

80% said yes we will accept mobile marketing if it is information specific

20% said they don't want to use it as they don't think it is safe

When asked do you think that it is convenient marketing

90% said yes if it works well it is convenient marketing

10% said they don't know

Result:

Today is the era of mobile phones and most of the people we surveyed have mobile phones in their hands and majority of them have internet connectivity also but they don't like being disturbed all the time. Majority of respondents have not registered in the DND (do not disturb service) because they are not aware about such kind of service. They want mobile companies to filter such messages. Many customers are still not using 3g enabled mobile phone. Repetitive advertisement of any kind on mobile does not increase the recall but it creates negative impression. Customers want to go for mobile marketing as most of the people have no time to go for shopping and they see it as the most convenient tool for shopping but mobile markets have to be information specific

Conclusion

Convenience is the success factor of just about every type of product and service that is showing steady growth. Mobile phone is the most convenient modern device that provides direct access to consumers and that's why mobile marketing is becoming more popular and is rapidly evolving in India. It is becoming a practical direct marketing channel .There are some factors playing a role in improving and increasing mobile commerce. Besides mobile service quality, entertainment value, information value and advertising content are some of the strongest drivers of the acceptance of the mobile phone as a marketing tool. The marketers should create favorable marketing shopping environment and they should try to develop effective mobile marketing mix, programs and strategies. Since India is a very fragmented market, it is important for the advertiser to plan their mobile communication keeping in mind all devices and operating systems as their target consumers can be on all possible devices. Further, they should partner with a network that offers homogenous reach in such a heterogeneous market. At the end I would like to say that whether you love it or hate it you cannot ignore it.

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