



ORIGINAL RESEARCH PAPER

Commerce

MOBILE MARKETING AND ITS IMPORTANCE

KEY WORDS: Mobile Marketing, Electronic Marketing, Online Shopping, SMS (Short Message Service)

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ABSTRACT

Mobile marketing is a new technology in electronic marketing. The consistent use of mobile phones in daily life has bought a great opportunity for mobile marketing. Mobile marketing generally refers to the marketing activities through mobile device; it will include both online shopping and offline SMS notification about product advertisement. Expanding number of internet and mobile users drags a progressive pattern in promoting mobile marketing. This study is mainly based on secondary data which has been taken from Internet and various books. On the basis of this study I conclude that, mobile marketing is one of the important marketing technique in the present scenario which will attract the consumers because of its convenience.

INTRODUCTION:

MOBILE MARKETING

Mobile marketing is multi-channel online marketing technique focused at reaching a specific audience on their smartphone, tablets, or any other related devices through websites, E mail, SMS and MMS, social media or mobile applications. Marketing can provide customers with time and location sensitive, personalized information that promotes goods, services. Mobile marketing has been around for a long time, but it has grown dramatically in the past five years as handsets have become powerful mini computers and mobile broadband networks have come of age. According to research firm Berg Insight, the global mobile advertising market was worth 1.75 billion in 2009; with a compound annual growth rate of 43%, Berg predicts that this will rise to 8.7 billion in 2014. Mobile Internet Marketing is an effective and modern progression in the marketing mix, providing a wave of inbound, localized and personalized marketing.

In today's world, technology influences our culture more than ever. Consumers have begun to evolve to be filters, able to tune out constant bombardment of messages that may come in from TV or banner ads, email newsletters or billboards. Marketers have noticed for this trend and have moved on to more nuanced techniques to garner consumer attention, namely mobile marketing. Mobile marketing defined "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device"

OBJECTIVES OF THE STUDY

- To know the different types of mobile marketing
- To know the importance of mobile marketing

REVIEW OF LITERATURE

Hans H Bauer, Stuart J Barnes, Tina Recihard, Marcus M Neumann(2005) says that the entertainment value as information value as the strongest drivers of acceptance of the mobile phone as an innovative medium for advertising content communication.

P Haghirian, M Madlberger, A Tanuskova(2005) discusses the relevance of m-advertising and investigates how perceived advertising value of mobile marketing can be increased. The result indicates that the message content is of greatest relevance for perceived advertising value, while a high frequency of message exposure has a negative impact on it.

Parissa Hag Hirian, Maria Madlberger, Akihiro, Inoue(2008) This paper investigates whether consumers in more advanced markets concerning m-commerce show a different attitude toward mobile advertising than consumers in less developed markets. We present two empirical studies conducted in Japan and Austria. The results indicate that entertainment and informativeness are significant antecedents in both samples, but with different strengths of relationship.

Taa (tony) Gao, Fareena Sultan, Andrew J Rohm(2010) The results confirm the importance of risk acceptance and personal attachment in influencing mobile marketing acceptance, and support the "priming" effect of regular mobile phone usage on orienting consumers toward accepting mobile marketing initiatives.

Ajax Persaud, Irfan Azhar(2012) indicate that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

DIFFERENT TYPES OF MOBILE MARKETING

SMS marketing. mentioned earlier, sending short text messages to potential buyers is the oldest form of mobile marketing. The first modern mobile phones in the 1990s were able to receive only text messages and as a result, SMS marketing was the only option available. The technology progressed tremendously since then and modern mobile phones are capable of much more than they used to. Nevertheless, SMS marketing remains the most popular type of mobile marketing for two reasons. The first reason is that short text messages remain one of the most popular modes of communication and the vast majority of people read every SMS they receive. Immediately! The second reason for popularity of SMS marketing among both small and large businesses is the fact that it is the least expensive of all options.

MMS marketing. than sending simple text messages, many companies decide for MMS marketing instead. It is believed to make a better impression on the receiver as it involves the use of image, sound and video, creating a similar effect to that of TV ads. But in comparison to SMS marketing, MMS marketing is more expensive. Lastly, not all mobile phones can receive MMS. There aren't many but it is still possible to purchase mobile phones that can receive only SMSes.

Bluetooth mobile marketing. refers to a type of mobile marketing which utilizes the Bluetooth technology for mobile marketing. Bluetooth allows you to deliver SMS or MMS messages to potential buyers within a particular geographical position for free. As a result, this type of mobile marketing is especially popular among locally oriented businesses although it has its drawbacks as well. Firstly, the mobile phone users need to be within a particular distance of a Bluetooth enabled computer and secondly, they need to accept the message.

Mobile Internet marketing. known as mobile web marketing, mobile Internet marketing involves the use of both the world wide web and mobile phones. It can be classic web marketing such as

pop-out ads but it can also involve optimisation of a website in order to make it both search engine and mobile phone friendly. Since the number of mobile phone users connecting to the Internet is growing rapidly, mobile Internet marketing is one of the fastest growing mobile marketing strategies.

IMPORTANCE OF MOBILE MARKETING

Mobile is the go-to medium

People look at mobile screens more than ever IDC research shows people spend an average of 195 minutes per day using their smartphone. For the first time, marketers have been able to reach consumers 24/7. So you need to be ready to interact with customers when they want you – whether for shopping, service, product information or complaints. Get this right and you can provide the customer experience they long for.

Mobile commerce is a reality

Shopping has transitioned across devices. Where e-commerce used to be a desktop activity, people are turning to their mobiles. According to HubSpot, mobile commerce will command 24.4% of overall e-commerce profit by the end of 2017. From here, other trends are sprouting. Instagram has just launched ads with “Shop Now” buttons, Pinterest has finally revealed “Buyable Pins”, and Google recently announced that a “Buy” button will soon be available to mobile shoppers. Now it’s down to brands to capitalise on the mobile revenue stream, using mobile-specific advertising, search engine marketing and mobile-friendly web pages to get in front of shoppers when it counts.

Evolution of SMS marketing

SMS marketing is a powerful way to get your message straight into people’s hands, without the clutter of email inboxes or noise of other channels. Text messages not only have at least a 90% average open rate, they can also quite literally stop people in their tracks – an astounding 98% of people will read an SMS message within three minutes of that little beep, according to Nielsen Mobile studies. So if you’re not tapping into the power of SMS, now is the time to start.

Mobile advertising will overtake desktop

Globally, mobile web traffic surpasses that of desktop – and brands realise what this means for their ad spend. Experts predict that desktop spend will reign in at around \$25 billion in the next few years, while mobile will make up massive 72% of total spend by 2019. One place that’s seeing an influx of ad dollars is apps. Because users spend more time in apps than on the mobile web, brands are pushing for larger in-app budgets.

Mobile marketing is personal

Mobile marketing is a more personalized form of marketing because it you to get closer to consumers than ever before. This alone can make it more likely to convert viewers into paying customers.

CONCLUSION

Mobile marketing have become one of the most important topics in contemporary marketing issues. Numbers and statistics show that its evolution will be continuing in the future. Since the importance of mobile marketing will be increasing in the future, both scholars and practitioners should work together in mobile marketing subject.devices have become an integral part of users’ daily lives and they have become a very important shopping tool that should be analyzed. Their power to lead customers into making purchase and affecting each stage of decision making process of customers got both marketing practitioners and academicians’ attention.

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