

A Study on Mobile Marketing and its Impact on Consumer Buying Behaviour

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Abstract: *Over the last few decades, modes of communication have taken on a totally new interpretation with the introduction of mobile phones but a merger came through the introduction of middle-income consumers in India that saw the industry booming. The usage of mobile marketing was able to bridge the gap left by conventional advertising methods by making use of personal smart devices in marketing, ad campaigns, promotions, and brand building.*

Companies through Mobile marketing can connect to their customers in an unprecedented manner without the limitations of time and distance causing a major paradigm shift in the corporate world. This leads us to the research question as to how mobile marketing steers customers in terms of their purchasing decisions. This paper attempts to put forth these questions by looking into mobile advertising. The research conducted has a sample size of 100 customers all of who have their residence in Tirupati city. In terms of customer interaction with mobile devices, a semblance of positive correlation exists.

Keywords: mobile devices, mobile advertising, purchasing habits, characteristics of consumers

I. INTRODUCTION

Smartphones penetration is enormously high in India as the mobile users have increased dramatically in that country every year. India seems to be a great place for marketers via mobile marketing as everyone irrespective of class carries mobile with them anytime anywhere to access anything. Mobile marketing ensures that marketing is done on devices owned by individuals without disrupting their daily lives since it is relatively new to marketing. The shift of Marketing strategies from Traditional to Mobile Marketing enables advertisers to reach their potential customers fast and cheap without being constrained by their geographical location. Customers are to be reached through various channels but in this world mobile marketing communication is the one which reaches more end customers. The purpose of product marketing is to increase sales, enhance the chances of brand remembering, create awareness about the product, and to improve brand perception. Marketers need to understand that there are two sensitive and valuable issues to consumers-security and privacy and they are internally relevant so they need to incorporate those issues in the marketing strategy they develop. On the other hand, marketers should not overdo it in trying to engage consumers in their marketing mix and realize the goals set in the plan. To realize this goal, it is necessary for the marketers to understand, for example, such issues as incentives and attitudes of consumers regarding the acceptance of advertisements through mobile phone.

Mobile marketing mentions the marketing that provides goods, services and ideas through handheld devices like cellphones and smart phones. It offers certain location or time sensitive information to mobile users that is tailored to them or what they want to get. Mobile marketing refers to the application of mobile technology such as voice calls to deliver a packaged content about a product or service to target customers directly. As it has been noted by Carter (2008), mobile marketing is also regarded as “A mix of strategies that include planning, implementing and controlling together with the intention of bringing buyers and sellers together to transfer or exchange products.” In this instance, the point of contact to the targeted consumers is their cellphones.

OBJECTIVES OF THE STUDY

- To determine the buying behavior and attitude of people towards mobile marketing.
- To identify the facilitating and limiting factors associated with mobile marketing communication.

- To understand the consumer acceptance level across different verticals based on the demographics for mobile marketing communication.

IMPORTANCE OF THE STUDY

In the present era, mobile marketing has become highly important in India. Therefore, to increase the sales of their products and services, marketers adopted this new marketing strategy. Although there have been numerous research studies carried out worldwide to determine consumer attitudes towards a product or service, there has been a dearth of research on customer attitudes towards mobile marketing, especially in India. This research study aims to determine the impact of mobile marketing on consumer purchasing decisions. This is significant because few studies focus on this area of marketing. The findings are thus very informative for businesses in how to utilize mobile phones as a powerful marketing tool for the sale of their products.

II. REVIEW OF LITERATURE

Dr. Shalini Nath Tripathi wrote a research paper entitled 'Investigating the Impact of Mobile Marketing in the Current Indian Scenario and Proposing Customerization as a Solution'. The report highlights the importance of customerization in mobile marketing and how it helps remove the negative perception of customers. This also helps in enhancing the responsiveness of the customers, which is beneficial to the companies. This is an important lesson for the companies because the focus on mass marketing strategies, like mass mobile advertisements, cannot fully meet the diverse needs of consumers, thus underlining the importance of customerization. The solution to this problem is using software to personalize mobile marketing strategies. The software can track and store the likes and dislikes of the consumer (crm)

Karthikeyan and balamurugan conducted a research study, 'Mobile Marketing: Analyzing the Influence of Interest, Individual Attention, Problem Faced, and Consumer Attitude on Intention to Purchase'. The main objective of this study was to analyze the perception of mobile users towards mobile marketing and its effects on purchase decision. Mobile marketing, especially mobile advertising, has been analyzed as it relates to the influence exerted on mobile users' purchasing decision. The study finds out that the choice of mobile advertisement influences the consumer's decision on whether to purchase or not.

Turner, 2008; Altuna and Konuk, (2009):

Studies have demonstrated that m- marketing can be seamlessly integrated with conventional marketing strategies to advertise products and services of brands, thereby enhancing the overall effectiveness and efficiency of the marketing plan. Mobile devices have been regarded as one of the most effective means of conveying marketing information due to their widespread usage and accessibility. In addition to being budget-friendly and easily accessible to the target audience, most customers keep their mobile phones with them at all times, using them almost constantly.

Friedrich and colleagues (2009) concluded that climate change will cause an increase in extreme weather events in the future, leading to more disasters and displacement of people

In addition to minimizing the divide caused by time, distance, convenience, costless transportation, and interactive communication, customized information is a unique characteristic that distinguishes mobile marketing (m-marketing) as a vital and groundbreaking marketing technique.

According to a survey conducted by airwide solutions (a company that provides mobile infrastructure and applications services), a significant number of advertisers are eager to allocate funds for mobile marketing. This survey was carried out among 50 international brands, and the results showed that the number of brands planning to allocate a larger portion of their marketing budget to mobile campaigns in the future has risen. Around 71% of the participants would allocate up to 10% of their budget for mobile marketing.

III. RESEARCH METHODOLOGY

Research Design

This study only focuses on understanding the attitudes and purchasing behavior of consumers towards advertisements. This study is a quantitative study and was conducted mostly through a survey. Quantitative data is based on themes derived from the collected data and analyzed using statistical tools (correlation analysis using SPSS) or Collected Data

The data collected for this study includes primary data and secondary data. Secondary data was collected including literature review of studies conducted on the same topic. Electronically (via Facebook) and in person. A pilot study was conducted with 100 participants. We selected both male and female participants to avoid gender discrimination. One of the conditions for participating in the survey was that participants had to own a mobile phone and reside in the Twin Cities area.

IV. DATA ANALYSIS

The tools used for the analysis of the study include SPSS (Statistical package for social studies). SPSS has been used to analyze quantitative data asked in demographic questions, behavior related questions, attitude related questions.

The factors considered for behavioral intension are:

- Interest and acceptability.
- Active involvement and usage.
- Security and privacy concerns.
- Prefer internet via mobile phone

Correlation analysis has been conducted to test the relation between above factors and various demographic attributes of consumers.

Descriptive Statistics

	Mean	Std. Deviation	N
Factors	2.14	1.101	100
Gender	1.27	.446	100

Correlations

		Factors	Gender
Factors	Pearson Correlation	1	.046
	Sig. (2-tailed)		.652
	N	100	100
Gender	Pearson Correlation	.046	1
	Sig. (2-tailed)	.652	
	N	100	100

Since sig(2-tailed) is greater than 0.05, there is no correlation between gender and consumer buying behaviour on mobile marketing.

Descriptive Statistics

	Mean	Std. Deviation	N
Factors	2.14	1.101	100
Profession	1.75	.947	100

Correlations

		Factors	Age
Factors	Pearson Correlation	1	.225*
	Sig. (2-tailed)		.024
	N	100	100
Age	Pearson Correlation	.225*	1
	Sig. (2-tailed)	.024	
	N	100	100

*. Correlation is significant at the 0.05 level (2- tailed).

Since sig(2-tailed) is less than 0.05, there is correlation between age and consumer buying behaviour on mobile marketing.

Descriptive Statistics

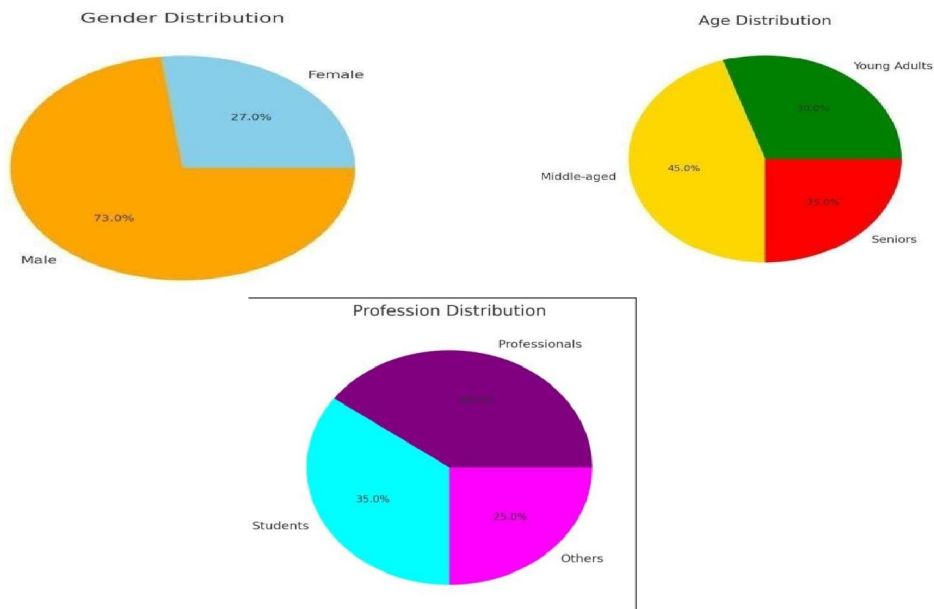
	Mean	Std. Deviation	N
Factors	2.14	1.101	100
Age	1.75	.957	100

Correlations

		Factors	Profession
Factors	Pearson Correlation	1	.199*
	Sig. (2-tailed)		.048

		N	100	100
Profession	Pearson Correlation	.199*	1	
	Sig. (2-tailed)	.048		
	N	100	100	

*. Correlation is significant at the 0.05 level (2-tailed).



The research paper investigates the impact of mobile marketing on consumer purchasing decisions, focusing on a sample of 100 customers residing in Tirupati, India. The analysis employs quantitative methods using SPSS for statistical evaluation, specifically correlation analysis to explore relationships between various factors and consumer behavior.

Research Methodology

The study utilized both primary and secondary data collected through surveys. Key demographic questions and behavioral attitudes were analyzed to understand consumer responses to mobile marketing. The factors considered for behavioral intention included:

- Interest and acceptability
- Active involvement and usage
- Security and privacy concerns
- Preference for internet via mobile phone

Data Analysis Techniques

1. Descriptive Statistics: This involved summarizing the data collected to provide insights into the general trends and characteristics of the sample population.

2. Correlation Analysis: The study assessed relationships between demographic attributes (like age and profession) and consumer buying behavior towards mobile marketing.

- A significant correlation was found between age and consumer buying behavior ($p < 0.05$).
- Similarly, profession also showed a significant correlation with buying behavior ($p < 0.05$).
- However, no significant correlation was observed between gender and consumer buying behavior ($p > 0.05$).

Findings from Data Analysis

Consumer Attitudes: The analysis revealed a generally positive attitude towards mobile marketing among consumers, indicating that marketers can leverage this favorable perception to enhance engagement.

Demographic Influences: Age and profession significantly influenced purchasing behaviors, suggesting that younger consumers or those in specific professions may respond differently to mobile marketing strategies.

Privacy Concerns: Concerns regarding privacy and security were prevalent among consumers, which could affect their acceptance of mobile advertisements.

Marketers need to prioritize transparency to build trust.

Integration with Traditional Marketing: The study emphasized that mobile marketing should complement traditional marketing strategies to maximize effectiveness.

Implications for Marketers

The implications drawn from the data analysis suggest several strategies for marketers:

Strategic Targeting: Develop targeted campaigns based on demographic insights to reach the most responsive segments effectively.

Personalization of Content: Tailoring advertisements to align with consumer preferences can enhance engagement levels.

Balancing Engagement: Marketers should maintain an appropriate frequency of communications to avoid consumer fatigue from excessive advertisements.

User Experience Focus: Investing in user-friendly applications can significantly improve the mobile shopping experience, ensuring that advertisements are relevant and informative.

Limitations of the Study

The study's limitations include its focus on general attitudes towards mobile marketing without delving into specific product categories, which could influence consumer perceptions. Additionally, convenience sampling may limit the generalizability of results across broader populations.

In conclusion, the research highlights a significant positive relationship between consumer attitudes towards mobile marketing and their behavioral intentions. It underscores the necessity for companies to develop tailored mobile advertising strategies that resonate with consumer preferences while being mindful of privacy concerns.

V. DISCUSSION

The study on mobile marketing in India reveals several critical insights into consumer behavior, attitudes, and the effectiveness of mobile marketing strategies.

- **Consumer Attitudes:** The findings indicate a generally positive attitude towards mobile marketing among consumers. This suggests that marketers can leverage this favorable perception to enhance engagement and conversion rates. However, it is essential to note that while attitudes are positive, the actual responsiveness to mobile advertisements can vary significantly based on factors such as frequency and relevance.
- **Demographic Influences:** The research highlights the importance of demographic factors like age and profession in shaping consumer behavior towards mobile marketing. Younger consumers or those in specific professions may exhibit different purchasing behaviors compared to older demographics. This necessitates a tailored approach in marketing strategies to effectively reach diverse consumer segments.
- **Privacy Concerns:** A recurring theme in discussions around mobile marketing is the concern for privacy and security. Consumers are increasingly wary of how their data is used, which can impact their acceptance of mobile advertising. Marketers must prioritize transparency and ethical practices to build trust with their audience.
- **Integration with Traditional Marketing:** The study suggests that mobile marketing should not operate in isolation but rather be integrated with traditional marketing strategies. This hybrid approach can enhance overall effectiveness by utilizing the strengths of both mediums.

Implications

The implications of this study extend beyond theoretical insights, offering practical guidance for marketers operating in the mobile space.

- **Strategic Targeting:** Marketers should develop targeted campaigns that consider demographic factors influencing consumer behavior. By understanding which segments respond best to mobile marketing efforts, companies can allocate resources more efficiently and maximize engagement.
- **Personalization of Content:** The positive correlation between consumer attitudes and behavioral intentions underscores the need for personalized advertising. Tailoring content to align with consumer preferences can significantly enhance responsiveness and reduce irritation associated with irrelevant ads.
- **Balancing Engagement and Frequency:** To avoid consumer fatigue from excessive advertisements, marketers need to strike a balance between engaging consumers and maintaining an appropriate frequency of communications. Overloading consumers with messages can lead to negative perceptions and decreased effectiveness.
- **Focus on User Experience:** Investing in user-friendly applications that enhance the mobile shopping experience is crucial. Companies should prioritize creating seamless interactions that facilitate easy access to products and services while ensuring that advertisements are informative and relevant.
- **Future Research Directions:** The study identifies a gap in understanding how specific product categories influence consumer attitudes towards mobile advertising. Future research could explore this dimension further, providing deeper insights into how different sectors can optimize their mobile marketing strategies. In summary, the findings from this research provide valuable insights into the dynamics of mobile marketing in India, highlighting both opportunities and challenges that marketers must navigate to effectively engage consumers in a rapidly evolving digital landscape.

VI. LIMITATIONS

The main issue in this study is that this research project only focused on the attitudes towards mobile marketing in general. It did not include specific product categories as one of the variables which may affect the attitudes of customers towards such products and mobile advertisements.

The data is collected on the basis of convenience sampling so the result can be optimized by including more sample from the city. If the scale for measuring the attitudes is, i.e. is exclusively developed for analyzing the attitudes towards mobile advertisements in the near future, the results may be generalized to the whole population in the city.

VII. CONCLUSION

The result reveals that there is a significant positive relationship between consumer attitudes and behavioral intentions for the sample. It means the more the consumers' attitudes are positive toward the mobile marketing, the more affirmative are their behavioral intentions. The answers to the research questions are as follows:

All the four factors customer attributes are found to be positive. Thus, we can conclude that the consumer attitude towards mobile marketing is positive.

According to the study, the gender of the consumer has no impact on mobile marketing. There is a correlation between the age group and profession of the consumers with respect to mobile marketing. Therefore, this is the limiting factor for the marketers.

The study showed that interest and usage of the product have an impact on consumer buying behavior. As expected, before conducting the research project, there is a direct co-relation between customer attitudes and their behavioral intentions regarding mobile advertisements. Companies should invest in developing applications which can help them advertise their products and services in a better way through mobile to reach the consumers. Generally mobile marketing does not get much responsiveness and many advertisements sent on the mobiles are deleted without noticing hence failing the purpose of the mobile marketing. But when a customer gets his choice of advertisements including the brand he/she likes; the kind of product he/she enjoys the advertisement gets responsiveness. Since the behavior intent appears to be on the positive side, companies have to ensure that their mobile advertisements do not divert the intention of the customers. Lastly, the advertisers have to ensure that the current and potential customers are not irritated due to the receipt of such a large number of mobile advertisements, and they have to ensure that the advertisement is designed in an informative manner.

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