

A Study on Mobile Marketing: Reaching and Engaging Consumers on Mobile Devices

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Abstract

In the fast-paced digital era, mobile devices have become an integral part of our daily lives. From communication and entertainment to shopping and information gathering, smart phones and tablets play a pivotal role in shaping consumer behavior. Recognizing this trend, businesses are increasingly turning to mobile marketing as a powerful tool to reach and engage their target audience. Mobile marketing refers to promotional activities designed specifically for mobile devices, leveraging channels such as SMS, mobile apps, social media, and mobile websites. As consumers spend more time on their smart phones, the importance of a mobile-centric marketing strategy cannot be overstated. Mobile apps have also emerged as a dominant force in the mobile marketing landscape. With billions of app downloads worldwide, businesses are capitalizing on the opportunity to engage users through custom-built applications. These apps not only provide a seamless and interactive user experience but also allow companies to gather valuable data on user preferences and behavior. Push notifications within apps enable real-time communication, keeping consumers informed about new products, updates, and exclusive deals. Social media platforms, adapted for mobile use, have transformed the way businesses engage with their audience. The visually-driven nature of platforms like Instagram and Snapchat has created new avenues for creative and compelling mobile marketing campaigns. Brands can leverage these platforms to showcase their products, run contests, and connect with consumers on a more personal level. Social media advertising on mobile devices allows for

precise targeting based on demographics, interests, and online behavior, maximizing the impact of marketing efforts. The paper is purely focused only on the Study of Mobile Marketing: Reaching and Engaging Consumers on Mobile Devices and only Secondary data is used to collect the information.

Key Words: Consumer behavior, Promotion, Marketing, Capitalizing, Advertising

Introduction

Responsive mobile websites are another essential component of a successful mobile marketing strategy. With a growing number of users accessing the internet via mobile devices, having a website optimized for smaller screens is imperative. A responsive design ensures that users have a seamless and enjoyable browsing experience, increasing the likelihood of conversion. Location-based marketing adds another layer of personalization to mobile marketing efforts. Utilizing geo-location technology, businesses can send targeted messages and promotions to users when they are in proximity to a physical store or a specific location. This strategy enhances the relevance of marketing messages, making them more likely to resonate with consumers. One of the key advantages of mobile marketing is its ability to reach consumers anytime, anywhere. Through SMS marketing, businesses can deliver targeted messages directly to users' phones, ensuring immediate visibility. This personalized approach enables brands to establish a direct and instant connection with their audience, making it an effective way to promote time-sensitive offers, discounts, and promotions.

Despite the undeniable benefits of mobile marketing, it's crucial for businesses to strike a balance between engagement and respecting user privacy. Overly intrusive tactics can lead to a negative user experience and potentially drive customers away. Obtaining explicit consent for data collection and being transparent about how the information will be used fosters trust and ensures a positive brand-consumer relationship. Business firms strive to reach their target audience through available marketing channels such as television, newspapers, electronic media like Face book, and Twitter; mobile communication media like smart phones, tablets, and I Phones. The traditional media are one-way communications; hence, electronic-commerce media tend to take predominance among consumers, they are personal and handy. One of these electronic-commerce media is mobile marketing. Social media platforms, adapted for mobile use, have transformed the way businesses engage with their audience. The visually-driven nature of platforms like Instagram and Snap chat has created new avenues for creative and compelling mobile marketing campaigns. Brands can leverage these platforms to showcase their products, run contests, and connect with consumers on a more personal level. Social media advertising on mobile devices allows for precise targeting based on demographics, interests, and online behavior, maximizing the impact of marketing efforts. Responsive mobile websites are another essential component of a successful mobile marketing strategy. With a growing number of users accessing the internet via mobile devices, having a website optimized for smaller screens is imperative. A responsive design ensures that users have a seamless and enjoyable browsing experience, increasing the likelihood of conversion. Mobile marketing, therefore, defined as two-way or multi-way communications and promotion of an offer between a business firm and its customers using a mobile medium, device or technology . The importance of mobile marketing in mobile commerce has been emphasized as platform for building customer engagement with a brand through text messages, mobile advertising, and permission-based marketing, the delivery of mobile content, user-generated content, and mobile commerce. Mobile marketing, hence, allows consumers to access business organization marketing activities personally and conveniently irrespective of time and distance. The use of these

technological applications by business organizations has enhanced relationship marketing but served as a threat to consumer purchase intentions that bothered on the individual invasion of privacy and intrusiveness.

Importance of the study

Today mobile marketing is booming at an exponential rate with the increased use of smart phones and other mobile devices. Smart phones provide ubiquitous access to digital information anywhere, anytime, thus enabling the marketers to reach customers more directly, and engagingly. A scalable amalgamation of cellular networks, Wi Fi, and BLE Beacons enable us to formulate a new mode of advertising, where we can employ mobile users as live and localized advertisers. That means a user can potentially be an advertiser for a company using smart phones by creating an ad and broadcasting it to people around them.

Implementation of this idea integrates Consumer Generated Advertising, as the users actively customize the ads. In this paper, we explore the user's perception toward sharing personal information along with the ads they advertise. We tested our hypothesis by conducting a user study that investigates two key factors: the sensitivity level of the product, and the exposure level to the public. Also, we analyzed the effect of the public influence on the consumers' minds. Our result shows that people share more information with not-sensitive products than they share with sensitive products. We found several factors that can be utilized to conduct our future studies. In the fast-paced digital era, mobile devices have become an integral part of our daily lives. From communication and entertainment to shopping and information gathering, smart phones and tablets play a pivotal role in shaping consumer behavior. Recognizing this trend, businesses are increasingly turning to mobile marketing as a powerful tool to reach and engage their target audience. The mobile device is a critical touch point between the logistical and promotional infrastructure of marketing and the everyday lives of consumers. The importance of this assertion is that modern business managers should look into the protection of customers' identities as an enabler for purchase intentions, the basic ingredient for strengthening trust in relationship marketing particularly with the use of mobile marketing applications. The rapid developments in mobile commerce technologies, therefore, have raised high hope for mobile marketing, but consumers' lack of trust has been found to be a major encumbering influencing factor for its wide acceptance. Consumers' trust, therefore, becomes an imperative factor in mobile marketing particularly in situations where consumers have little information about a company and its services. Consumer perception, therefore, about trust and risk information influenced the adoption of mobile marketing. This is because the individual consumer's personal risk propensity has a positive significant correlation with risk penetration of mobile marketing devices. Consumers, for instance, with strong risk propensity will undoubtedly have less trust in a company's products that is questionable by others customers on the market. Product risk, technical risk, and environment risk, therefore, influences customer trust and impede privacy concerns that affect consumers' adoption behavior of a technology.

Objectives of the Study

1. To determine the buying behavior and attitude of people towards mobile marketing.
2. To identify the facilitating and limiting factors associated with mobile marketing communication.
3. To understand the consumer acceptance level across different verticals based on the demographics for mobile marketing.

Research Methodology

Only Secondary data is used to collect the information and the data has been collected from various journals, websites, and related references.

Significance of the Study

The mobile enables marketers to manage more open-ended, participatory, and data-driven brands. The smart phone is a site of continuous experimentation with geo-locative, algorithmic, contextual, and augmented reality forms of advertising. The smart phone both invites consumers to participate in co-creating brands and opens them up to sophisticated forms of data-driven tracking and targeting. Consumers undertake the productive labor of translating their lived experience into data. A critical account of mobile marketing needs to account for how marketers shape the development of digital media platforms as cultural infrastructure. Mobile marketing refers to promotional activities designed specifically for mobile devices, leveraging channels such as SMS, mobile apps, social media, and mobile websites. As consumers spend more time on their smart phones, the importance of a mobile-centric marketing strategy cannot be overstated. An electronic word of mouth occurs more often when consumers' had pleasant experiences with a company and its services than when they had unpleasant experiences. The perceived customer value of a mobile marketing technology will affect consumers' adoption and continue usage. A study on security concerns and trust in the adoption of mobile commerce also revealed that perception risk in terms of privacy, mobile payments, legislation, and product quality deter consumers from using mobile marketing devices.

Advantages of Mobile Marketing

One of the key advantages of mobile marketing is its ability to reach consumers anytime, anywhere. Through SMS marketing, businesses can deliver targeted messages directly to users' phones, ensuring immediate visibility. This personalized approach enables brands to establish a direct and instant connection with their audience, making it an effective way to promote time-sensitive offers, discounts, and promotions.

Mobile apps have also emerged as a dominant force in the mobile marketing landscape. With billions of app downloads worldwide, businesses are capitalizing on the opportunity to engage users through custom-built applications. These apps not only provide a seamless and interactive user experience but also allow companies to gather valuable data on user preferences and behavior. Push notifications within apps enable real-time communication, keeping consumers informed about new products, updates, and exclusive deals.

The use of these mobile marketing among business organizations requires consumers' permission to access the individual profiles with the business organizations. The uses of these consumers' profiles by business organizations have raised issues that bothered on consumers' permission, trust and privacy risk that served as impeding factors to the use of mobile marketing applications on the market.

Scope of the Study

Location-based marketing adds another layer of personalization to mobile marketing efforts. Utilizing geo location technology, businesses can send targeted messages and promotions to users when they are in proximity to a physical store or a specific location. This strategy enhances the relevance of marketing messages, making them more likely to resonate with consumers. Despite the undeniable benefits of mobile marketing, it's crucial for businesses to strike a balance between engagement and respecting user privacy. Overly intrusive tactics can lead to a negative user experience and potentially drive

customers away. Obtaining explicit consent for data collection and being transparent about how the information will be used fosters trust and ensures a positive brand-consumer relationship. Mobile marketing is a medium that allows business organizations to interact with their customers in a personalized manner. These include mobile web, mobile applications like smart phones, mobile advertising and short message service and multimedia message services. Keen competition in the global market has stress the importance of mobile marketing among business organizations .

Need for the Study

The need for personalization of individual purchase habits, therefore, becomes imperative in modern mobile marketing. Personalization means understanding different kinds of individual's consumer preferences, needs, and lifestyles as well as concerns that aim to enhance consumers' purchase intentions. For example, found that consumers use the social commerce media to increase the level of trust and intention to buy a firm's products. Personalization mobile marketing will not only encourage trust but also facilitate interaction and strengthen customer business relationship based on individual customer's needs. found that perceived trust is the strongest predictor of intention to use mobile device services. The competitiveness in the global market has stressed the importance of consumer privacy concerns because target markets are better informed and educated about a company's products on the markets, and they also has tools at their disposal to verify the claims by business organizations.

The advancement in mobile communications, therefore, has created new marketing opportunities for marketers but raised the issue of consumer privacy concerns. It was stated that mobile activities will take 15 percent of the global online advertisements by 2016 because mobile search is the fastest growth segment in mobile advertising. Mobile marketing, hence, has captured the attention of practitioners and researchers because of its potential impact on business and the industry. The study conducted on the effect of consumer privacy empowerment on trust and privacy concerns in e-commerce found that privacy concerns have a major negative effect on trust; and that consumers will be less interested in e-commerce when they perceived a threat to their personal privacy. This assertion was similar to the findings of the study conducted on consumer trust, that consumer trust mitigates the perceived risk associated with the mobile marketing purchase.

This has, therefore, influence shopping activities and strengthens relationship marketing. People use their mobile devices to consume more contents than ever, marketers, must, therefore, devise a strategy that their services should form part of this content consumption. Consumers' attitudes towards mobile marketing showed a negative attitude, mainly they, considered their mobile devices as personal communication and prefer to be able to exercise control over their engagement with business organizations.

Limitations of Mobile Marketing

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. Customer trust and privacy consumers, a twin factor impeding the effective use of mobile marketing in this 21st century. Business organizations that use mobile marketing as a marketing communication media and strategies should evaluate the consumers' perception of the use of these technologies to enhance an individual's purchase intention. Previous experience with the use of mobile marketing tools will also enhance consumers purchase decisions. Previous experience of a consumer in the form of involvement with a company's products served as a critical factor to alter motivation on privacy concerns and customer trust.

To enhance its acceptance and usage, business organizations should adopt permission-based marketing, trust-building, and device-entertainment strategies. This is because changes in consumers purchase behaviors are largely due to technological evolution that enables them to verify claims of organizations. The limitation of this study is that it is not an empirically based investigation; therefore, these findings may be validated using either quantitative or quality research-based method. It is, therefore, imperative to note that for mobile marketing devices to enhance consumers' purchase intention; it should add value to consumers better than the traditional marketing relationship media. Consumers, therefore, becomes a powerful influential element in modern relationship marketing because of closed used of a company's products. Customization; permission and intrusiveness all have a direct effect on customer attitudes towards mobile marketing.

Suggestions

Use of these mobile applications by business organizations to enhance customer-business relationship has been impeded by consumers' privacy concerns and trust for example, observed that mobile marketing is still in its early stages, and mobile marketing practices likely to go through fundamental changes as the technological applications continues to evolve. It is further stressed that research in mobile marketing is in its early stages, however, the literature is growing. In response to these research gaps and future investigation, this study, therefore, aims to reveal past empirical evidence to examine the influence of customer trust and privacy concerns as they affect consumers' purchase decision with regards to mobile marketing. Hence, the concerned of modern business practitioners should focus on consumers trust and privacy as a booster to enhance mobile marketing that will facilitate consumers' purchase intentions .It was found that privacy is one of the most significant influencing factors on consumer's trust, a fundamental capstone for mobile marketing activities in the21st century. For instance, a high level of trust among consumers will relatively develop a low level of perceived risk associated with mobile marketing activities. A disclosure on mobile devices revealed that an increase in perceived privacy risk from the new mobile applications will decrease an individual's intention to disclose personal information that will increase usage of the devices, and strength relationship marketing. Perceived benefits and risks are evidence of enhancing privacy setting an impeding factor to mobile marketing activities. Perceived benefits therefore influence consumers' use of mobile marketing .Individual involvement with the mobile devices will reduce a consumer privacy concerns and facilitate trust. High involvement with the mobile phone on a daily basis was found to have a negative relationship with the privacy concerns regarding disclosure of information This could be influenced by the familiarity with privacy settings like Face book.

Conclusion

In conclusion, mobile marketing has become a cornerstone of modern marketing strategies. As consumers increasingly rely on mobile devices, businesses must adapt and embrace this trend to stay relevant and competitive. Through SMS marketing, mobile apps, social media, responsive websites, and location-based targeting, businesses can effectively reach and engage consumers on their preferred devices, creating meaningful connections that drive brand loyalty and business success. Mobile marketing requires messages that centered especially on users' needs. This is because a consumer habit and needs influence the use of mobile marketing applications. Mobile marketing is unlocking opportunities for marketers on a daily basis as more users acquire mobile devices. Mobile marketing allows marketers to reach a larger audience in a way that is real-time and personal. Mobile marketing, therefore, will enhance the involvement of the target markets to meet their needs because consumers are regarded as kings; they set the pace for the companies to follow. An individual involvement will not

only facilitate consumers' privacy concerns but also guarantee customer perceived value, a motivational factor to the adoption of a technological acceptance.

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