

Mobile Marketing: Reaching And Engaging Consumer on Mobile Devices

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Abstract

The primary goal of mobile marketing is to engage with customers and prospects on their mobile devices, creating a personalized and interactive experience that ultimately drives conversions, brand loyalty, and customer satisfaction. Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and other mobile devices, through various platforms and mediums such as websites, mobile applications, social media, SMS, email, and push notifications. Mobile marketing provides opportunities to build marketing campaigns that engage with your customer. During the Covid-19 pandemic, mobile shopping dramatically increased. Now, as retailers reboot post-pandemic, they are embracing mobile more quickly than ever because shoppers are increasingly comfortable exploring and buying products from their phones and there is no indication this trend will reverse or slow down anytime soon.

Key Words: Engaging the customer, Digital Marketing Strategy, Marketing Campaigns, Customer Satisfaction, Brand Loyalty, Retailers reboot post pandemic.

Introduction

Marketing professionals continuously adjust their strategy and tactics to efficiently match their consumers' evolving behaviour and habits. With the recent rise in adoption of mobile devices and particular smartphones, mobility is quickly becoming a normal way of life. In the US, 79% of the population uses mobile phones. The concept of ubiquity has arrived and mobile devices can be considered as the most ubiquitous personal item in the world. Innovative businesses that have successfully integrated e-commerce in their marketing activities now see mobile marketing as the next exciting opportunity that will enable them to reach their consumers through a new communication channel.

Mobile marketing taps into the potential of mobile devices that have very quickly become daily necessities for many teenagers and young adults who continuously carry their mobile phone within reach and regard it as status symbol as well as for adults who regard it as a highly personal utensil. For companies, they hold the enticing promise of being a direct and constant connection to consumers thereby nurturing a more frequent relationship with the brand potentially leading to increased long-term sales and a competitive advantage. Considering that younger consumers are difficult to reach through traditional channels of communication, mobile marketing offers even more appeal when targeting the younger consumer segment.

However, since the field of interest is recent few academic articles have focused on how this new form of technology-led marketing affects consumer behaviour. Our collective knowledge is thus limited which warrants more research on the topic. The article aims at providing a direction for research by developing a research agenda on the topic of consumer behaviour in mobile marketing.

COVID-19 pandemic significantly accelerated the trend of mobile shopping as people sought safer and more convenient ways to purchase goods.

Certainly! The COVID-19 pandemic led to a surge in mobile shopping for several reasons:

Safety Concerns: With lockdowns and social distancing measures in place, many consumers turned to mobile shopping to minimize physical interactions and reduce the risk of exposure to the virus.

Convenience: Mobile shopping provides a convenient way for people to browse and purchase goods from the safety of their homes, avoiding the need to visit physical stores.

E-commerce Expansion: Businesses and retailers adapted by enhancing their online presence, offering user-friendly mobile apps, and optimizing websites for mobile devices, making it easier for consumers to shop on their phones.

Contactless Payments: Mobile payment options, such as digital wallets and contactless payments, gained popularity as people sought touch-free transaction methods.

Supply Chain Disruptions: Traditional retail faced disruptions in the supply chain, leading consumers to explore online alternatives, contributing to the rise in mobile shopping.

Changing Consumer Behaviour: The pandemic prompted a shift in consumer behaviour, with many individuals adopting new habits, including increased reliance on mobile devices for various aspects of their daily lives, including shopping.

Promotions and Discounts: E-commerce platforms often offered promotions and discounts to attract customers during uncertain economic times, further incentivizing mobile shopping.

Overall, the COVID-19 pandemic acted as a catalyst, accelerating the adoption of mobile shopping by reshaping consumer habits and emphasizing the importance of convenient and contactless purchasing options.

Review of Literature

According to the theory of planned behaviour (Ajzen, 1991), behaviours are influenced by intentions, which are determined by three factors: attitudes, subjective norms, and perceived behavioural control. It is also possible for external factors to directly force or prevent behaviours, regardless of the intention, depending on the degree to which a behaviour is actually controlled by the individual, and the degree to

which perceived behavioural control is an accurate measure of actual behavioural control. This relationship is shown with a dashed line in Figure 1.

Taking the example of adopting evidence-based instructional practices (EBIPs) as the desired behaviour, we can define the factors as follows. Attitudes toward teaching and learning generally, and toward the use of EBIPs specifically, are both relevant in this context. Subjective norms can be considered social pressures, and include both the perceived expectations of others and how much the individual values those expectations. Students, colleagues, and administrators all have expectations about how STEM faculty teach, so there are relevant subjective norms for all three groups. Perceived behavioural control is how able an individual feels to perform a specific behaviour, in their context. Thus, it includes both self-efficacy with the use of EBIPs, and external factors such as classroom environments, time, and resources. The more favourable the three factors are, the more likely the intention and action are to occur. Ajzen presents some data that support a claim that intention is more predictive of behaviour than attitudes alone in Chapter 6 of his book (Ajzen, 2005).

Objectives

To maximize profits and achieve customer satisfaction.: Consider optimizing operational efficiency, offering quality products/services, and implementing customer feedback systems for continuous improvement. Balancing cost-effectiveness with customer value helps create a sustainable approach for maximizing profits and satisfaction.

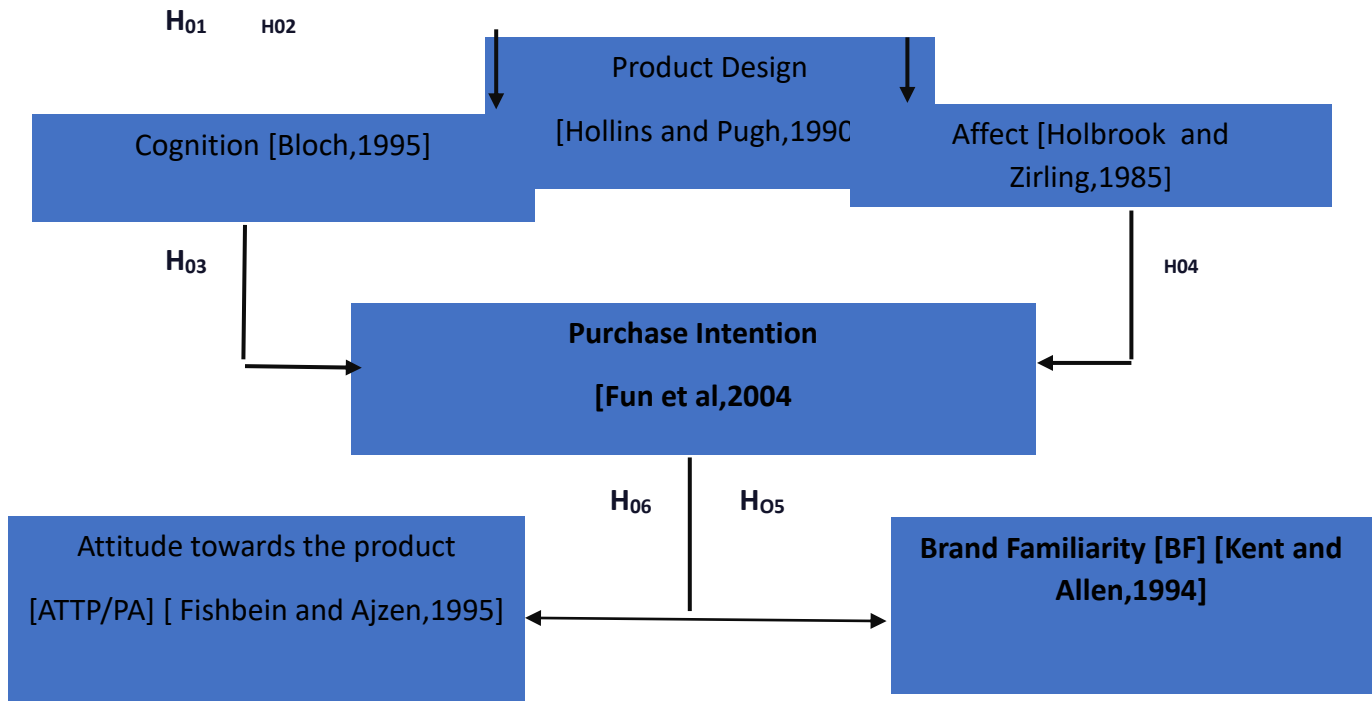
To Build Brand Awareness: Leverage social media platforms, engage in content marketing, and collaborate with influencers to increase your brand's visibility. Consistent branding across channels, participation in relevant industry events, and strategic partnerships can also contribute significantly to building a strong brand presence. Regularly assess and refine your brand messaging to ensure it aligns with your target audience.

To Establish Brand Loyalty: Offer exceptional customer service, create a loyalty program, and communicate your brand values consistently. Provide personalized experiences, gather and act on customer feedback, and maintain transparency. Building trust through consistent quality and reliability helps foster long-term relationships, contributing to lasting brand loyalty.

To Build Customer Database: Implement a user-friendly sign-up process on your website, offer incentives for registration, and utilize social media to capture customer information. Conduct surveys or quizzes to gather preferences and interests, and ensure compliance with data privacy regulations. Regularly update and maintain the database while respecting customer preferences to build a comprehensive and engaged customer information resource.

Research Methodology

The study employed the survey method with a standardized questionnaire to collect sampling, primary data was acquired from 360 respondents in the Karaikal area of Puducherry state. A 5 point Likert scale was utilized to assess responses, with the options being strongly agree [5], agree [4], neutral [3], disagree [2], and strongly disagree [1]. The study was carried out during February-March 2021. Various mathematical and statistical tools were used to analyse the acquired data. The proposed model is given below:



Conclusion

According to the Mobile Marketing Association, the worldwide mobile marketing trade association, mobile marketing can be defined as: “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network”. Mobile marketing differentiates itself advantageously from other marketing mediums like TV, radio and newspapers through its highly interactive nature and additionally from the Web because mobile marketing provides a continuous access to the consumer “anytime and anywhere” thereby making it one of the most dynamic, effective and personal mediums for marketing .Mobile marketing can incorporate various forms of mobile practices and technology such as mobile SMS, mobile, Internet, voice, mobile email or Bluetooth and concepts like mobile advertising, SMS marketing, mobile advergaming and location-based marketing.

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