

## Mobile Marketing

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### Abstract

In the recent years, customers are being smart have started shifting their attention to mobile phone as they are handy and can be carried anywhere anytime, The Mobile phone is not only a personal device used to stay connected with family and friends and also but also an extension of their personality and individuality. Mobile Marketing is a Multi-Channel, digital marketing strategy aimed at reaching a target audience through smart phones ,tablets and other mobile devises through website, E-Mail SMS and MMS social media and apps. Mobile marketing will allow consumers to access products and services conveniently. It has become an important channel to gather and exchange information which will create huge potential marketing opportunities for the business organisation. This development is offering the marketer plenty of opportunity to promote their services and attract customers anytime and anywhere irrespective of the distance. The increased capabilities od smartphones have presented marketers with a substantially expanded set of possibilities to reach and serve consumers not only by using rich media -text audio and video but also through various apps, which are pull based and it has the capability to transform the consumer shopping experiences and the value of marketing consumers can easily and quickly shop through multiple channels which is more convenient and flexible personalises at greater level. The purpose of the study is to reveal the past literature and to examine the factors that motivates the consumer to engage in innovative mobile marketing via their smart phones.

**Keywords:** *Mobile marketing, consumer Behaviour, Digital Marketing ,Innovative, Smartphone.*

### Introduction

The Mobile phone is a gadget which have gained global acceptance of consumers with a very short period of time there are evidences that suggest that more people are addicted to their phones .smartphones are glued to our hands from the moment we open our eyes ,making an mobile marketing an absolute must for any PPC expert going forward and planning any future campaigns. We spend most of our time that at least a quarter of our waking hours ,so that devises have become extensions of our lives. consistent communication is must when it comes to nowing more about your consumers and their real interest. As a business it is necessary to identify value proposition and understand in more detail how to leverage it so that customers feel like there is some valuable reason to interact with your product. once the value is been established then its time to spread the word about the brand this is were the mobile marketing place a significant role ,as it boost the brand visibility .Mobile marketing provides boundless flexibility to provide multiple opportunities. The ability to communicate with the customers stems from knowing them better than they know themselves its very important to be an expert in the chosen field .mobile apps will provide insights like customer frequency ,visited pages ,and products clicked on ,which will help in understanding the customers in greater detail.

## **What is Mobile Marketing?**

Mobile marketing is a type of marketing that allows brand owners to connect with customers directly. This marketing strategy aims to reach customers on smartphones or tablets through social media, apps, websites, emails, and any other form of communication. Penetration of smartphones in daily life and wide access to the internet are the key reasons that convince marketers to pay more attention to mobile marketing. Marketing has been evolving due to changing customer's preferences and innovation in technology adopting to new changes and following a dynamic approach to capture more valuable business.

## **Literature Review**

Karthikeyan and Balamurgan conducted a study on mobile marketing examining the impact of interest, individual attention, problem faced, and consumers' attitude on intention to purchase. The study says that mobile advertising influences mobile users with respect to purchase decision. Thurner, 2008; Altuna and Konuk, (2009) Mobile marketing can be integrated with traditional marketing instruments to promote products and services of brands, and thus such a combination of marketing will be able to improve the effectiveness and efficiency of the total marketing plan. Friedrich et al. (2009) Apart from reducing the gap caused by time, distance, and convenience, costless transportation is one of the special features which makes mobile marketing an innovative tool.

## **.Objective of the Study**

To study the challenges of mobile marketing and how to overcome them

To understand the impact of Mobile Marketing on consumer Buying Behaviour

## **Research Methodology**

This paper is a conceptual survey with exploratory and descriptive in nature. It is based upon the secondary data analysis. The secondary data is gathered from relevant literatures, various journals, conference proceedings, Newspaper, Magazines, Published books.

## **Limitation of the Study**

The study is based on secondary data due to the time constraint the study is not undertaken in the initiation of primary data.

## **Current challenges of Mobile Marketing and how to overcome them**

Today Mobile marketing is becoming an essential part of customer/brand connection. Most of the consumers spend maximum of their time in researching products on their smartphones before they decide on what to purchase. If the business wants to make sure mobile marketing efforts succeed the following are few of the challenges the businesses encounter and some strategies to overcome them

### **\*Reaching customers on right Avenue**

The mobile environment is a huge channel for the present marketing teams, but at the same time it is incredibly diverse. Reaching out to customers via mobile, you can connect with them through SMS, MMS, Mobile apps, social media, and many other countless options. The way to success in mobile marketing is figuring out, in advance, which channels your clients will respond best to. Few solutions relating to this are in-app messages, push notifications, SMS, and text messaging.

In app messages :In app messages are an excellent way to keep their customers engaged. such messages drive the users towards right direction which will further help to increase the sales and cross selling opportunities

### ***Push notification***

Push notification allow you to engage with your audience even when they are not using the app or visiting the website. other notification will go out at a specific time, based on when you know your audience are active

### ***SMS and Text Messaging***

In order to reach the audience even when they do not have an internet connection ,it is worth investing in SMS strategy. which will help the customers to stay aware of the latest offers and discounts so that they keep coming back to your sites and buy the products.

### **\*Measuring Results**

A lot of companies are finding it difficult to measure the results of their mobile campaigns. its hard to see whether a customer has seen a push notification and have made mind to visit the site or they have ignored the message. Although it is possible to measure things like number of opened text messages or track how many people use the app every day its hard to know where your results are coming from large scale.

One of the way to improve the chances of measuring results is to use apps that which help to track users making purchases. The other option is to get direct feedback from the target audience. The more you measure the audience feedback ,and listen to their thoughts and expectations ,it will help to build an app that generates positive profits and results.

### **\*Insufficient IN -House Expertise**

One more reason why mobile marketers struggle is because of lack of IN -house expertise backing them. In attempt to save more money companies may choose to avoid outsourcing and rely on their existing team ,but the fact is that outsourcing marketing I often the best way to optimize campaigns and significantly boost ROI.

Working with consultants ,freelancers ,and other outsiders can lend expertise to the campaign and help to get best results.

### **\*Budget Restriction**

One of the issues that most of the businesses face is limited budget ,especially if they spend more money on many efforts beyond mobile marketing .The best way to overcome this challenge is to research what your mobile marketing efforts will require when it comes to budget .From there you can determine how to allocate the resources and channel your funds .By targeting the right platforms with hyper -focused campaigns ,the business will be able to save more money while driving success and growth.

### **\*Cross Channel Integration**

To get most from mobile marketing efforts ,companies need to connect with the audiences on all relevant platform in a cross -channel strategy .this will take a lot of time and effort ,but its often worth it to maximise exposure and make sure people come to recognize and trust your brand. As cross channel integration is crucial business should take great responsibility in selecting the right channels. Instead of

choosing many platforms in order to reach the audiences its better to identify a specific platform that the audiences spend their time on and target those .

### **\*Overcoming Competition**

One of the major challenge that mobile marketers face ,particularly as competition continues to grow .users will install that app store which is more relevant with more apps available in google play store, the businesses should make sure that their app rises above the competition with good app store optimization .ASO is the most effective way to get app seen in the app store. Additionally ,endorsements from influencers may be a good way to encourage more audience to download and use your app.

### **\*Maximising Retention**

Its difficult to attract new users ,but its often equally or even more difficult to retain those users. keeping people engaged with your app is the key to your app's success in the long term, Particularly if you rely on in app purchases and high customer lifetime value.

### **\*Personalisation**

The marketing efforts should integrate personalisation ,but its difficult to speak directly to every person among the audiences. Different people will respond to different messaging ,making it important to do what you can do to understand your audiences needs and cater to them with the ideal communication. By offering personalisation ,you'll establish a much stronger connection with the audiences than competitors that remain distant and impersonal.

## **Effects of Mobile Marketing on Consumer Decision Making Process**

The consumer decision making process ranges from simple to complex ,and its influenced by various other factors. consumers are more constantly evolved in the buying behaviour based on their life situation ,so that their behaviour is constantly changing through their decision making process.

### ***Effect of Mobile Marketing on Need Recognition Stage***

Decision Making process for the customers begins when they realise that they have a need for something. A consumer realise the need when there is imbalance in their present or preferred status. This is when the marketer should build some of their campaign in order to create this imbalance by creating a need they could make the consumers search out or buy a product or service. Mobile technology will allow marketers to connect with their customers anywhere anytime they can even deliver the offerings to the customers by customising the offers based on the customers need.

### ***Effect of Mobile Marketing on information search stage***

Once the consumer have developed a need the next thing the consumer do is the information search regarding different alternatives that he/she can purchase to satisfy their need. Information search can be done internally or externally. The time involved in information search stage depends on several factors ,such as consumer's past experience ,perceived risk and the level of interest .mobile technology offers the convenience of accessing and sharing information. That is why mobile marketing tool have become very crucial to marketers

### ***Effect on mobile marketing on alternative Evaluation stage***

After the consumer have recognised a need ,they conduct an information research and come to a final decision in order to make final decision ,they evaluate the alternatives ,they consider different features

of the product and service ,such as quality ,price location etc ..Marketers should find out which attribute is important to the consumer at this stage and develop their marketing tactics accordingly. Smartphones have become an important medium for both offline and online shopping therefore mobile marketing tools can be very effective if they are used in relevant mobile channels in order to reach the consumers.

### ***Effect of Mobile Marketing on purchase stage***

After evaluating the alternatives ,consumer make a final decision and purchase a product/services. if the purchase stage is affected by previous decision making process ,marketers still have a chance to impact consumers who are already at a purchase stage. At this step the marketers should make their products available to their consumers and make sure the purchase process become easy and enjoyable for the consumer. Marketers who study these traces can build campaigns accordingly and achieve better results.

### ***Effect of Mobile Marketing on post purchase stage***

Once the consumer make the decision they expect satisfaction to occur from their decision. If the product/services does not meet the requirements ,then dissatisfaction may occur, At this point the marketers may lose the chance to make their customer a loyal user. That is why the marketers make sure their consumer is completely satisfied and does not develop any negative post-purchase feelings. Mobile technology play an important role for marketers at post-purchase stage consumers willingness to use the services at the post -purchase stage depends on developing the belief that this mobile marketing service will offer benefits

### **Conclusion**

Mobile revolution gave the chance for the marketers to be there for their consumers at relevant times with different strategies .but to be more effective mobile marketing tactics should be built among the consumers from the very beginning of the purchase journey. By overcoming all of the challenges described the business will be able to attract new users and retain them in the long term with the strategy that truly works. Irrespective of the size and type of business ,mobile marketing offers many benefits ,as it open the door to its global audience and allow you to reach customers instantly.

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