

# **MOBILE MARKETING- AN ANALYSIS AND EVALUATION OF MARKETING CHANNELS, DEVELOPING EFFICACY MATRIX TO DETERMINE THEIR RESPECTIVE EMPLOYABILITY IN THE MULTIMEDIA ECOSYSTEM**

**MEHUL SHOREWALA**

*Delhi Public School, Mathura Road*

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Did you receive any promotional messages today?

Did you get a call from so-called "customer care" lately regarding products?

Probably the answer to the above questions will be "YES". The penetration of such forms of advertisements in our personal lives using mobile platforms has increased exponentially in the past few years. Though the channels and modes have changed and developed still the sole aim remains the same, i.e. to reach more and more customers and improve the conversion ratio.

As per academic Andreas Kaplan, mobile marketing can be defined as "any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device". It can be used to provide customers with time and location sensitive, personalised information that promotes goods, services and ideas. It is a form of marketing in which marketers send promotional messages and advertisements to customers on their mobiles, though in the initial years it was lot more disorganised and massive amount of spamming was reported, but with technological and analytics available, customised promotional messages could be sent to consumers based on their profile. This improvement has changed the perception of customers towards mobile marketing to a large extent.

In today's tech-savvy world, mobiles have become highly personalised devices for the customers, thus providing marketers with a medium to reach them directly on-the-go anywhere and anytime. The conversion ratio for the marketers has improved significantly because they can target customers based on their profiles, thus reaching out to customers who are interested rather than spamming to the uninterested users. With an immense number of ways available to customise the mobile advertisements, the control lies in the hands of users regarding what they consider interesting or uninteresting.

With the technological advancements and more and more users of smart-phones, the mobile marketing has seen a significant upsurge. As per a recent article in ET, there are over 15 crores smart-phone user in our country and number is increasing every day. Smart-phones

open number of channels for marketers to reach to customers like MMS, SMS, apps, gaming, music apps, GPS-based marketing and many more. Moreover, with the massive amount of third-party data available from social networking or e-tailer apps, the marketers can customise the ads or promotional messages based on user profile. For example, Based on the usage of mobile, operators provide us with packs designed explicitly as per our convenience based on past usage, or for instance while surfing apps like Flipkart, they show products which we may like based on our past searches. Many of the businesses have designed apps suited for mobile platforms specifically and promoting them with different techniques based on discounts/offers etc. Any particular product which is available for around rs.2000 on myntra website after 30% discount would be available for rs.1450 on the mobile app of myntra with extra 30% off. These all tactics are being implemented by businesses seeing how much personally involved mobile has become in customers lives.

With such large numbers of advantages of mobile marketing for both users and businesses, there is a grey area also. At times customers consider mobile marketing as a breach of their privacy. As some of the times, mobile advertisers are sent to the consumers without their prior consent. No matter how good the product is, or the content of promotional messages is, if the consumer considers it as a breach of their privacy, the whole marketing effort is sabotaged.

In this project, we try to analyse how well the mobile marketing has established itself as a new dimension. We try to understand the penetration level of mobile marketing in consumer's life and consumer's attitude towards this marketing tool. To analyse the consumer attitude we lay down 5 primary factors based on which evaluation could be done- consumer reaction to mobile advertisements, consumer desire to share information regarding mobile advertisements, consumer faith over the credibility of mobile advertisements, brand preference and how their purchase decision gets affected. These 5 factors will be analysed based on 2 credentials of users primarily being-gender and education.

Based on the analysis and literature reviews, we try to understand what the prospects for mobile marketing are.

### **SMS based marketing**

Promoting through mobile telephones utilising SMS benefit became possibly the most critical factor in the early 2000s in Europe and parts of Asia when some of the business began gathering telephone numbers of their customers both introduce and perspective to send messages intended to publicise their organisations. According to an examination, it had been discovered that SMS, for the most part, take after a time period of 4 minutes from getting conveyed to get read by the client, which came up as a tremendous potential for publicising items and offers by organisations.

SMS marketing has been caught up in the crack between being called up as real or unlawful. A few nations have legitimised this promoting channel while some are still against it and think about it as an interruption of protection. To screen and control the utilisation of versatile channel by advertisers, a few foundations have been set up to issue rules, for example, IAB (Interactive Advertising Board) and Mobile Marketing Association (MMA). Even though these measures have been useful in a couple of nations yet at the same time for the real piece of nations, the fundamental concern is still about SPAM messages, which exists as a result of versatile administrators pitching their shopper databases to outsiders without permission. In India, notwithstanding, government's endeavours of making National Do Not Call Registry have helped mobile telephone clients to stop SMS notices by sending a basic SMS or calling 1909.

Significant ascent in SMS based portable based showcasing has been found in Europe and Asia. Even though in initial years these channels got a negative media scope and input of being another frame to spam the customers the same number of the outsiders used to buy purchaser databases from administrators and sent natural and undesirable substance to clients. In any case, with up and coming of administrative associations and rules, SMS based showcasing channel has ended up becoming the most well-known branch of versatile promoting industry.

SMS based divert exceptionally fundamental in the present showcasing situation as it gives a way to contact an exceedingly connected with a group of onlookers because users restrain themselves to brands they genuinely think about while picking into SMS advancements, brands can advertise all the more specific to a hostage, and steadfast, target gathering of people. Also, it helps in working up a brand conversation people can answer to an SMS advancement and connect with the brand through two-way SMS discourse; this thus helps increasing client commitment; advertisers, at last, make a more grounded relationship and manufacture mark trust. Also, above all it helps in estimating a business's esteem, With such vast numbers of client procurement focuses with SMS programs, brands can without much of a stretch track where clients are messaging in to join (by means of in-store promoting, print publicizing, and so forth.) and measure the relative viability of that advertisement. This enables advertisers to gauge publicizing in a way more than ever and is an essential device for advertisers.

## **MMS**

MMS (Multimedia Message Service) as the name recommends is mixed media stage for informing which for the most part contains a planned slideshow of pictures, sound, video and writings. In the present progressed innovative market about each telephone with the shaded screen is fit for sending and accepting MMS. Brands can both send (portable ended) and get

(versatile started) rich substance through MMS A2P (application-to-individual) versatile systems to versatile subscribers. In a few systems, brands are additionally ready to support messages that are sent P2P (individual-to-individual).

A portion of the effective cases of MMS based versatile showcasing is Motorola's battles at House of Blues scenes, where the brand enables the purchaser to send their versatile photographs to the LED load up continuously and blog their pictures on the web.

Message pop-ups are additionally a piece of MMS based innovation which was first presented by APPLE by the appearance of iPhone in 2007. Be that as it may, later on with ascending of various working frameworks like android and windows, it turned out to be more prominent catching an ever-increasing number of screens. It is an essential and effective forum for businesses to cooperate with consumers only issue being that if not utilised admirably it can rapidly distance clients as it makes intrusions their present exercises on the telephone. This innovation is exceedingly expensive in short-run as a result of the application advancement costs. SMS and message pop-ups can be a piece of a very much created inbound portable promoting methodology.

### **APP based promoting**

With the huge innovative move towards advanced mobile phones, the utilisation of versatile based applications has additionally risen exponentially giving an incredible stage for organisations to use as a promoting arrangement. This permits coordinate commitment with buyers, instalment and target promoting. With application based promoting, ads fly up while portable clients are utilising applications (which is around 80% of the time incidentally). These portable promotions additionally take a shot at the Facebook application which incorporates promotions so splendidly; numerous clients aren't even mindful they're taking a gander at a commercial. Organizations wishing to utilise application-based advertising don't have to build up their particular application. They can pay application designers to show their portable advertisements in their applications.

### **In-diversion portable advertising**

In the present portable gaming scenario, three significant trends have been seen rising-intelligent ongoing 3D recreations, informal communication games and massive multi-player diversions. This implies a pattern towards more mind-boggling and sophisticated amusement play. On the opposite side, there are these so-called easygoing diversions. i.e. games that is extremely straightforward and simple to play. Most portable recreations today are such easygoing diversions, and it is better to send promotions amid these diversions.

To drive purchaser commitment, organisations have started sponsoring whole games or providing promotional messages inside the game itself.

**Mobile web advertising**

Pages promoting planned particularly for a portable stage is likewise a type of versatile showcasing which has seen a rising pattern among the advertisers. With MMA rules and models in regards to configuration, introductions and measurements to be utilised as a part of publicising numerous portable substance suppliers, for example, Google, yippee have been offering promoting situation on their properties. Web forms on pages can be utilised to coordinate with versatile messaging hotspots for updates about gatherings, courses and other imperative occasions that expect clients are not generally at their computers. Mobile expansion sites are another part of portable web showcasing and can be an instrument that can be used to help make acquiring merchandise and enterprises simpler and in addition make better correspondence openings between businesses.

**QR codes**

Or then again codes is a creative innovation which enables clients to visit a website page by essentially filtering a 2-D picture by clients utilising their portable camera's, diminishing the issue of entering a complete URL. The resultant URLs ordinarily incorporates following highlights which would be clumsy if written by the client.

Some prominent QR battles in the United States have included boards by Calvin Klein in Times Square, QR codes for each SKU in Home Depot and Best Buy stores, and a scrounger chase advancing Starbucks and Lady Gaga.

Macintosh Passbook (application), actualised as a local application for iOS6, has utilised QR codes as one of the ways that the iPhone (or iPod Touch) clients can make a correct move. i.e.scan the Barcode on their Passbook Pass.

**Bluetooth**

Bluetooth innovation became possibly the most important factor in 2003 when a portion of the organisations in Europe began building up fruitful organisations utilising this innovation. These associations, for the most part, gave a "hotspot" framework comprising of a type of substance administration utilising Bluetooth dispersion work. The significant favourable position of this innovation is being consent based free of cost stage, which joins high exchange speeds utilising radio-based innovation.

Ongoing cases of Bluetooth being utilised as a showcasing stage can be seen when Tata Motors directed one of the greatest Bluetooth advertising efforts at any point done in India for its image the Sumo Grande, a greater amount of such exercises have occurred for brands like Walt Disney advancing films like 'Secondary School Musical'.

**Infrared**

Infrared innovation is the most seasoned and slightest abused showcasing stage by organisations. A portion of the European organisations had tried different things with "shopping window marketing" via free Infrared waves in 1990s late. Anyway real imperative of infrared innovation is of having an extremely constrained range (~ approximately .10 cm - 1meter) and thus, could never establish itself as a main Mobile Marketing technology for use in the mass market.

Nearness advertising is another developing stage of showcasing grabbing the attention of numerous advertisers. Versatile showcasing through closeness frameworks is otherwise called vicinity advertising; it depends on GSM 03.41 which characterises the SMS-Cell Broadcast (SMS-CB). The SMS-CB permits limited time messages sent by organisations to be communicated to every single portable client inside a predetermined topographical region.

In the Philippines, GSM-based nearness communicates frameworks are utilised by chosen Government Agencies for data scattering on the Government-run network-based projects to exploit its span and popularity (Data indicates that the Philippines has the world's most noteworthy movement of Short Message Service). It is additionally utilised for the business benefit known as Proxima SMS.

**Location-based services**

Area-based administrations (LBS) are offered by some mobile phone arranges as an approach to send custom promoting and other data to wireless supporters in light of their current location. The PDA specialist co-op gets the area from a GPS chip incorporated with the telephone or utilising radiolocation and trilateration in light of the flagging quality of the closest cell-telephone towers.

In the United Kingdom, which propelled area based administrations in 2003, systems don't utilise trilateration; LBS administrations utilise a single base station, with a 'sweep' of mistake, to decide a telephone's location. Some area based administrations work without GPS following procedure, rather transmitting content between gadgets distributed.

**Client controlled media**

Versatile promoting is an unusual type of advertising correspondence with hard-hitting and critical contrasts. Portable advertising requires shoppers assent to promote correspondence. This channel utilises versatile ended message procedure, i.e. call conveyed from a server (business) to the client (shopper). Such foundation focuses on a pattern set by portable showcasing of customer-controlled advertising correspondences.

Because of general increment in requests for more client controlled media, portable informing framework suppliers have begun creating designs that offer applications to administrators with more opportunity for the clients, rather than the system controlled media. Along with these advances to client controlled Mobile Messaging 2.0, blog occasions all through the world have been actualised keeping in mind the end goal to dispatch ubiquity in the most recent advances in versatile technology. In June 2007, Airwide Solutions turned into the official supporter for the Mobile Messaging 2.0 blog that gives the feeling of numerous through the discourse of portability with flexibility.

### **Security worries in versatile promoting**

The expanded ubiquity of versatile promoting has concocted its own particular highs and lows. In spite of the fact that it gives advertisers a successful stage to communicate with buyers, however in the meantime it has likewise raised some protection concerns. It ought to be noticed that regardless of how well publicising messages are detailed and what number of extra advantages they give if buyers don't have full certainty that their security will be ensured, this will hamper their great arrangement of showcasing exertion.

With the expanded utilisation of cell phones, they have coincidentally turned out to be personally individual for clients offering to ascend to 4 noteworthy protection concerns recently portable spam, individual recognisable proof, area data and remote security. Aggregate nearness of cell phone clients could be followed in a protection safeguarding design.

Mobile channels have over compassed the traditional email channels through which communication is made on a personal basis, that creates high expectations for the consumer to receive personal messages and this makes the disappointment greater when they get undesired marketing communication messages.

The research paper published by Fiona Jenkins under the title, "**Mobile Marketing**" gives a clear understanding of what actually mobile marketing is. It targets the youth generation as clearly in today's scenario mobile devices have become both as a communication device as well as a status symbol for them. This research paper provides a clear perception of whether the youth is open to commercial messages, what are the safety and ethical concerns, what kind of response has been generated as yet and also the highs and lows of this medium of marketing.

For this purpose statistical analysis of data based on mobile and data-penetration was conducted with categorisation based on age factor which clearly specified requirements regarding safety and ethics. The data also helped in understanding how important it is to keep the response database fresh and regularly updated as mobile marketing brings around

responses of 8% and above. From this work two important aspects of mobile communication has also been understood, firstly the creative work which is expected and completed by the brand owners to maintain their eminence and secondly mobile inventory which is a crucial factor if the message contains any picture image the consumer should be easily and clearly accessible to it irrespective of the brand of the mobile.

From the study done in this work and the data provided, it can be concluded that in terms of using mobile is a fast growing medium and it's crucial that the message is relevant failing which can cause harm to the brand as well as disturbance to the consume henceforth, it is important to keep the message simple and short. Providing the consumers what they desire for will always lead the new technologies with a favourable outcome.

Now the second important question which arises is that what is the consumer perception regarding mobile marketing? This concern is undertaken in the research paper titled, **“Consumer perceptions of mobile phone marketing: a direct marketing innovation”** given by Gemma Roach. This research intends to apply the constructs adapted from the traditional innovation and product involvement research in finding of a study which leads to the examination of how a consumers perception of the relative advantages, compatibility and complexity is associated with mobile phone marketing, and to what extent has their involvement with their mobile phone influenced their intention to accept marketing communication sent via this channel.

In this research, a quantitative research approach was adopted in which a self-prepared questionnaire was subjected to 254 random university students. The data obtained resulted, two out of three in acceptance to the marketing process sent via their mobile phones and a slightly weak relationship was found between the consumer relationship with their mobile phones and their acceptance to this new marketing media. From the analysis, few managerial implications were established in which firstly, was the significant relationship between a consumer's perception of the relative advantages of mobile phone marketing and their adoption of this media which implied that managers should be promoting the benefits that this innovation offers over other channels it supplants. Secondly, the relationship between compatibility and consumer adoption of mobile phone marketing suggested that successful mobile phone marketing campaigns will be the outcome only after obtaining user permission and sending relevant messages. From the data analysis it was also found that when consumers do not give organizations the permission to send messages to their mobile phones and when the organization preterms this, it can be as officious as any of the other marketing media such as telemarketing and email spam, which can further transfer the same negativity to their product or brand. Additional managerial implication found from this work was the significant and positive relationship between a consumer's level of involvement with their mobile phone, and their intention to adopt marketing communication sent via this medium.



Now after understanding what mobile marketing and consumer perception regarding marketing, it is important to understand what effect does mobile marketing has on consumer perceptions and thought processes? This 3<sup>rd</sup> research paper deals with this aforementioned issue. The research paper titled, " **Mobile marketing and consumer perceptions of brand equity**" given by Phumisak Smutkupt, Donyaprueth Krairit, Do Ba Khang evaluates the effect of SMS advertising on consumers with respect to the brand. It analyses on how to build up effective brand awareness and enhance brand awareness using SMS medium. Through this work, it was apparent that SMS medium could be used as an effective tool to personalise and interact with the consumer by just developing the right choice of messages.

The next case study, " **Mobile marketing to millennials**" given by, Mitch McCasland, deals with the problem of connecting younger generation, i.e. the millennials to mobile marketing. This paper published in 2005 deals with the major concerns which all the firms were facing, i.e. how to reach out the consumers between the age group of 18-22 since because they are in continuous transition during this period. According to the research paper, millennials are completely into IM (Instant Messaging) and this could be used as an effective tool to reach out to this group of youth. It also presented the major concerns for the youth in terms of mobile marketing, i.e. though they do not hate advertising and unnecessary spamming and advertising without permission was not acceptable to them. This research paper clearly established that mobile marketing is a powerful tool to keep up with the millennials.

From this work it was evident that youth does not abhor mobile marketing, they dislike unwanted and irrelevant text messages. Therefore, permission is a crucial element in connecting with millennials in an interactive medium. The study revealed that there are some basic canons in creating effective marketing for young consumers. For instance, developing case-specific insights as customised research can bring in real difference or targeting mindsets. Henceforth it is vital to find the most amazing ways to target the youth as they have the capability to use technology, often beyond its original purpose.

Finally, it is very important to analyse the effect of mobile marketing in the Indian context. And the final research titled, " **Investigating the Impact of Mobile Marketing in the Current Indian Scenario and Proposing CUSTOMERIZATION as a Solution**" given by Dr. Shalini Nath Tripathi and this aforementioned analysis is studied in the current research paper where first and foremost analyses is done regarding the opportunities and challenges that have been presented by the mobile marketing innovation, the level of ease for organization to decide on the target group by data analysis of user profiles and also understands how effectually consumers have responded to mobile marketing and to what extent this particular innovation has been able to impact their purchase decision. This study also provides strategies to enhance the utility of mobile marketing innovation and understands the current condition of mobile marketing in India and consumers' expectations from mobile marketing or mobile advertisement.

The analysis revealed a relationship between mobile advertising efforts and the consumers' responsiveness in terms of the purchase/ brand decision that exists. Conversely, it was also observed that mobile marketing efforts do not bear a substantial impact on the consumer purchase or brand decision. The article further indicated that the core of the problem lies not in relaying mobile marketing advertisements to mobile users, but actually in the mass marketing approach being adopted by the companies. The study has also revealed distinct preferences expressed by the customers regarding the desirable content of such mobile messages. Customers are constantly looking for customisation of mobile marketing messages as per their individual tastes, preferences and requirements. Marketers could incorporate certain attributes, as per the study, which would help to increase customer involvement-

- Personalization of mobile marketing,
- time- to evaluate best suitable timings and frequency to reach out to customers
- location
- preferences
- user control and addressing privacy concerns

Hence customisation is the key factor for the growth of mobile marketing.

Mobile marketing has been an evolving feature since the last decade, and with the huge upsurge in the smart-phone market, its growth has been boosted. With our project, we try to understand how mobile marketing has established itself as a new dimension in the marketing world.

We conducted descriptive research to make this project quantitative enough to measure consumer behaviour and attitude. For this purpose, we designed a questionnaire which could be segmented into the following section:

- Classification question: this section was mainly targeted to understand the respondents' profile based on gender, education and current profession.
- Respondent's relevance to mobile marketing: this section was targeted to understand the kind of device being used by respondents and amount of time being spent on these devices.
- Consumer attitude and perception towards mobile marketing: to understand consumer attitude towards mobile marketing we targeted question on the behavioural patterns of the respondents so as to understand their perception.
- Finally, we tried to understand analyse the activity at which consumer spent most of their time as well as their preferred mode of mobile advertising.

After pilot testing the initial draft, we incorporated a few changes in the questionnaire by adding questions regarding consumer attitude and purchase behaviour. After incorporating the structural changes, the questionnaire was floated on various channels mainly Gmail, Facebook and WhatsApp. Through this medium, the survey was able to reach to around 820 members, out of which around 15% filled the survey form.

Based on the 127 responses, the respondents' profile was mainly segmented based on gender, education and occupation. Out of the total respondents, 68% were male, and 32% were female. Based on the educational level, since this form was mainly floated b-school and engineering colleges, the major segmentation was done over MBA and Non-MBA graduates. Around 73% of the respondents were management graduates, and 27% were non-MBA graduates. We also tried to understand the pain points of consumers and also the less utilised areas where marketers need to focus.

After collection of data, we carried a 2-way ANOVA analysis using IBM SPSS STATISTICS 20 on the data, to understand variance in consumer attitude towards mobile marketing based on education, gender and also based on the interaction of the two.

### Respondent's profile

For this survey, the sample population was segmented mainly based on 3 factors. Thus the initial 3 question of the survey form were classification question of the sample population-gender, education status and current occupation of the respondent. Based on the response data gathered it was found that a total of 127 responses were collected, the diversity of which could be shown using the below table.

<b>Respondent's Profile</b>			
<b>Gender</b>	<b>Male</b>	86	67.7%
	<b>Female</b>	41	32.3%
<b>Education</b>	<b>MBA</b>	93	73.2%
	<b>Non-MBA</b>	34	26.8%
<b>Current Occupation</b>	<b>Student</b>	73	57.5%
	<b>Service</b>	26	20.5%
	<b>Businessperson</b>	19	15%
	<b>Others</b>	9	7.1%

## Mobile Marketing Analysis

### Type of Device used:

To start with our attempt to understand mobile marketing, we primarily tried to gather information regarding the kind of device that the consumers are using. This information is highly essential to proceed for further studies as mobile marketing generally differs as the kind of device keeps on changing. For instance, if any consumer is using a feature phone, then that consumer would be targeted for mobile marketing using SMS channels and voice calls, whereas on the contrary if any consumer is using smartphone, than that consumer provides us with more number of ways to access him for mobile marketing like mobile apps, MMS, location-based, web page advertising etc.

In our study, it was found that out of the 127 respondents around 87 per cent were using smart-phone and tablets. Thus, indicating that marketers could use advanced ways of accessing the consumers with a large number of available channels.

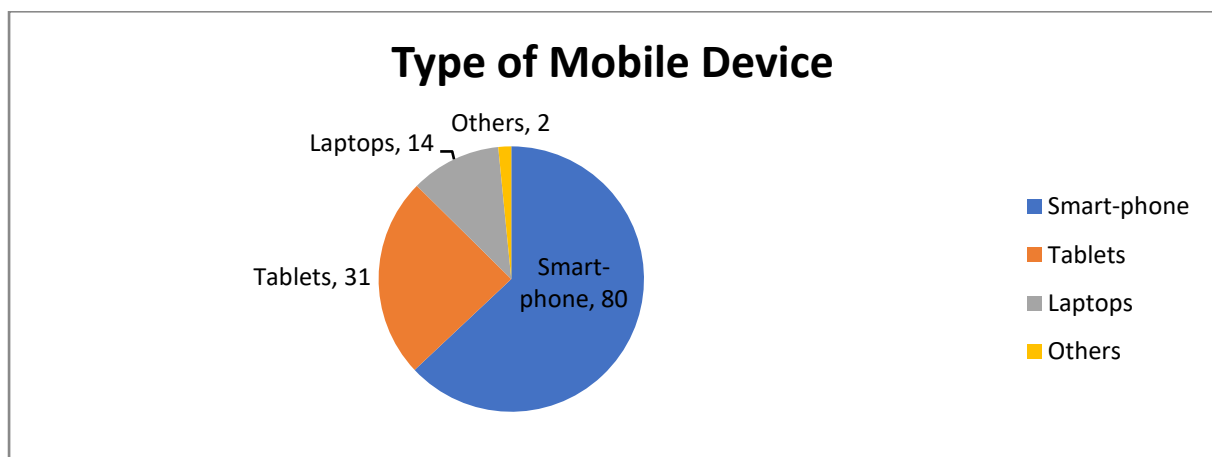
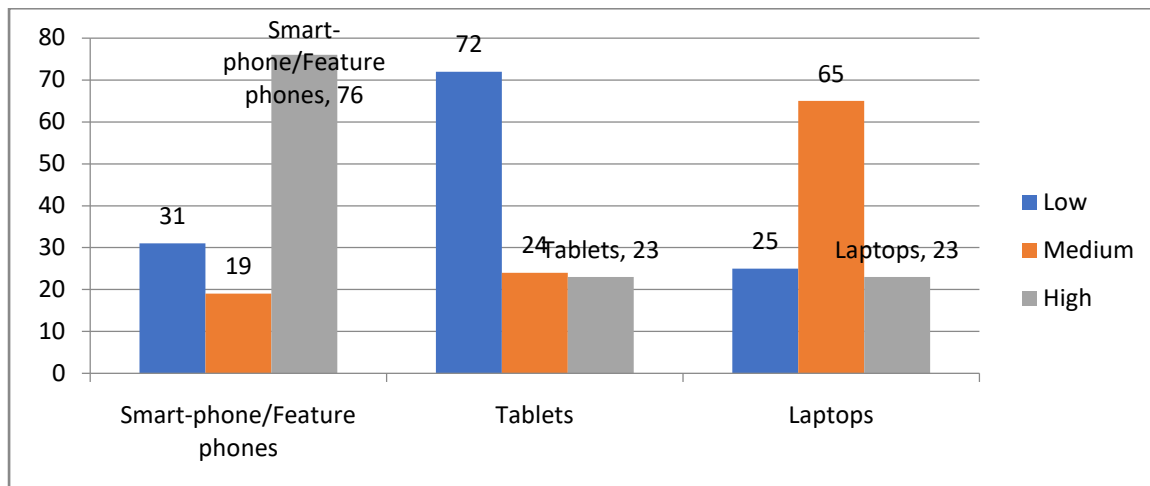


Figure 1-Type of Mobile Device

### Amount of Time spent on mobile devices:

Based on the data gathered, it was found that the among the sample population the major amount of time was being spent on smart-phones and laptops. Tablets usage is still on the growth path, as tablets market is still an infant market in the Indian scenario. 60% of the sample population spent most of their time on smart-phones, in comparison to 51% for tablets and a mere 18% on tablets.



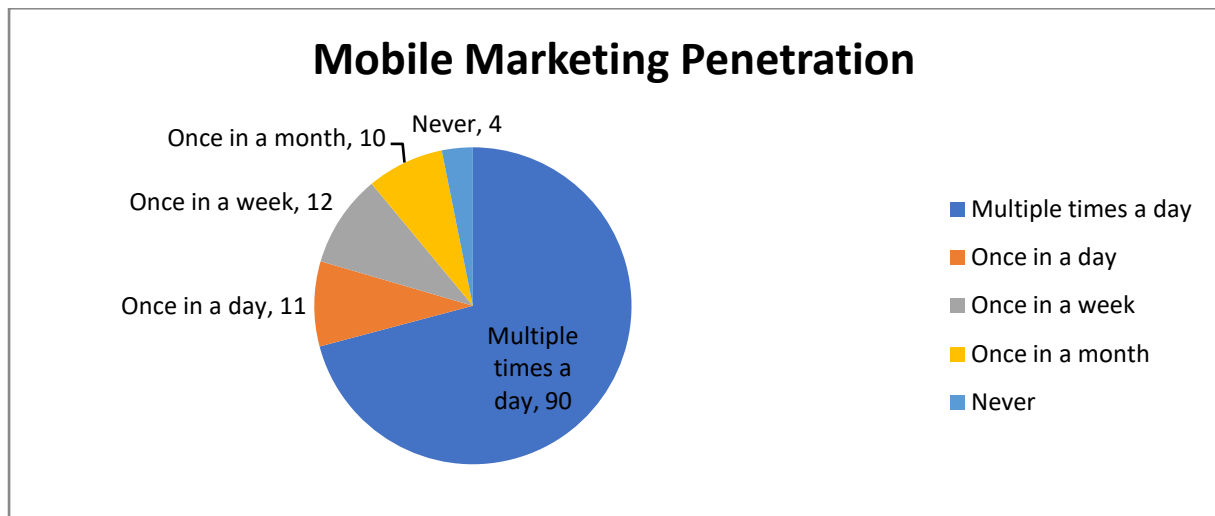
**Figure 2-Amount of Time Spent on Devices**

The smart-phone usage has been increasing exponentially from the past few years, and tablet market is also growing substantially which provides marketers with enough untapped opportunities to exploit for mobile marketing.

### **Mobile Marketing-Current state**

#### **Mobile Marketing Penetration**

For effective analysis of our research, it is very important to understand the current penetration of mobile marketing into the lives of consumers. This could be examined by knowing the frequency at which consumers face mobile advertisements. Based on the responses gathered, it was found that around 71% of the total respondents encountered advertisements on their mobiles multiple times a day and around 80% encountered at least once a day. These findings clearly suggest that with a larger number of channels to access the consumers the penetration of mobile marketing has increased significantly.



**Figure 3-Mobile Marketing Penetration**

Though the penetration is high, it doesn't imply that the consumer also finds it as interesting. In fact, the data shows that many a time consumers are highly irritated and do not find this kind of advertising interesting at all. These forms of promotions are generally unwanted by consumers and also at times are consumers found them as a breach of privacy.

### **How mobile marketing affect Consumer Decision Making process?**

To understand how mobile affect consumers decision-making process, we tried to understand the difference of product based purposed for which consumer uses mobiles.

Basically, we can segregate purchase behaviour to 5 stages:

1. Making shopping list
2. Gathering information about products
3. Comparing different products
4. Purchasing products
5. Post-purchase activities

Based on the responses, it could be established that mobile device serves a very little segment for the first stage. Only around 25% of the respondents consider this as a highly essential activity to be done using mobile devices. Around 47% of the respondents gave mobile devices least importance for this stage of purchase behaviour. Thus, this shows a need for apps which could record consumers needs on-the-go and remind later to purchase.

Mobile devices are providing a great technology for consumers to gather information about their products on the go. Almost around 53% of the respondents use their devices extensively to gather information about products. Apart from gathering information, consumers are also extensively using their devices to compare products. Almost around 70% of the respondents

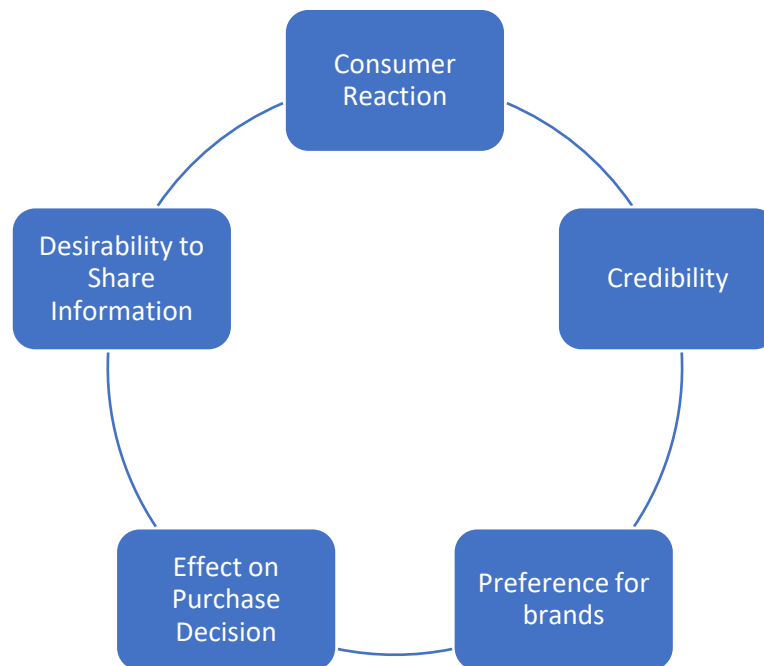
have shown above average inclination towards using their devices for comparing various products. These two stages of purchase decisions provide huge untapped opportunities for marketers, who should make the most of these by providing search and similar platforms, so as to reduce the hassles for consumers.

With the growing e-commerce industry in India, mobile devices used to purchase the products has seen an exponential increase. With companies coming up with dedicated mobile apps to make the consumer purchasing experience easier and enriching, the usage has increased double-fold. As per the survey data, it could be clearly seen that more than 70% of the respondents are inclined towards using their products for making a purchase. There are many factors responsible for this increase- simple user-interface of mobile apps, home delivery of products, easy and secure payment gateways, availability of images and videos of products etc. Though some of the consumers still prefer brick & mortar outlets over m-commerce shopping mainly because of the touch and feel and trust concerns, this population comprises around 25-30% of the total respondents.

The post-purchase activities have not seen too much indulgence by the consumer in comparison to the other stages of the purchase decisions. A mere 20% of the respondents indulge in the post-purchase activities leaving the remaining 80% on the other shore of the bay. This low indulgence is mainly because of the less effective customer service options on the mobile platform. And also, because of the available options being too complicated, for example, Repayment of the products is a considered to be a highly irritating and hassle-filled job by the consumers in comparison to brick and mortar outlets.

### **Mobile Marketing vs. Consumer Attitude**

To analyse the consumer attitude towards mobile marketing, we have basically five factors on which consumer's attitude could be taken into consideration:

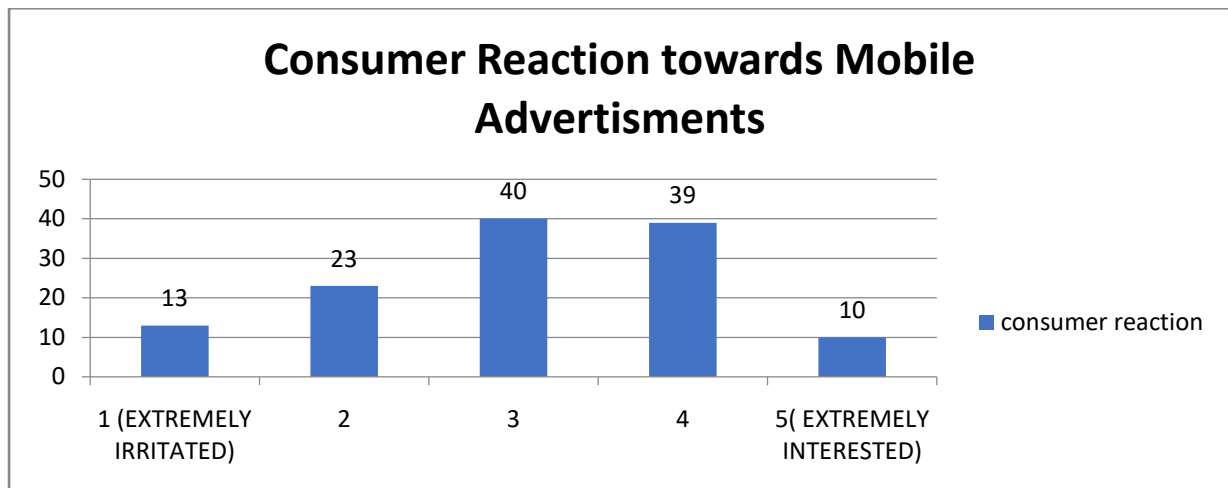


**Figure 4- Key Factors to Analyse Consumer Attitude towards Mobile Marketing**

#### **Factor I: Consumer reaction on facing mobile advertisements**

To gain a better perspective regarding consumer reaction towards mobile advertisements, we designed a question with response in the form of Likert Scale, where 1 indicates extremely angry reaction and 5 indicates an extremely interesting reaction by consumers towards mobile advertisements. Following responses were gathered.





**Figure 5-Consumer Reaction towards Mobile Advertisements**

Around 28% of the respondents said that they feel highly irritated by the mobile advertisements. But around 40% of the respondents said that they were highly interested in the mobile advertisements. This drift from irritating to an interesting response by the consumer towards mobile advertisements could be linked to the growing m-commerce scenario, and content, quality and channels of mobile advertisements. With the improved technology, marketers are able to customise messages based on consumers profile, thus, generating a greater amount of interest towards mobile advertisements.

To reduce the number of respondents who get irritated by the mobile advertisements, marketers could try taking up the consent of the consumers regarding receiving promotional advertisement messages, type and time of messages etc. This, in turn, will reduce the transmission cost and also since messages will become more customer-centric, greater conversion ratio could be expected.

#### Hypothesis Testing

For further analysis of consumer attitude, hypothesis testing had been conducted using two-way ANOVA in SPSS. The objective of conducting this hypothesis was to measure the variance in the attitude of two genders and also the variance in the attitude of management graduates vs Non-management graduates.

Generally, it has always been understood that men and women have completely different outlook towards shopping. Thus we can also expect them to react differently towards different advertising forms and also towards the information provided.

Similarly, management graduates can be said to have a different outlook and attention level towards mobile marketing in comparison to the non-management graduates as we've gone through different disciplines of marketing and advertising. Thus there can be variance in the attitude of the two categories.

After calculating individual variance in attitude, the combined effect of both gender and education was also calculated.

Following table provides us with respondent's diversity:

#### Between-Subjects Factors

		N
Gender	1(Male)	86
	2(Female)	41
Education	1(MBA)	93
	2(Non-MBA)	34

**H1:** Education will have no significant effect on consumer reaction

**H2:** Gender will have no significant effect on consumer reaction.

**H3:** Education and Gender interaction will have no significant effect on consumer reaction

We conducted the Hypothesis testing using two-way ANOVA, taking consumer reaction towards mobile advertisements as Dependent variable and Education & Gender as Independent variable.

Conclusion:

Following outcome was generated on conducting 2-way ANOVA analysis in SPSS

#### Tests of Between-Subjects Effects

Dependent Variable: Reaction

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	13.147 <sup>a</sup>	3	4.382	3.826	.012
Intercept	932.106	1	932.106	813.688	.000
Gender	10.396	1	10.396	9.075	.003
Education	.855	1	.855	.746	.389
Gender * Education	.123	1	.123	.107	.744

Error	140.901	123	1.146		
Total	1364.000	127			
Corrected Total	154.047	126			

a. R Squared = .085 (Adjusted R Squared = .063)

Keeping a confidence level of 5%:

For education, it was observed that there was not much of variation between management graduates and non-management graduates. The level of significance was observed to be 0.389, i.e. 38.9%. Thus we can say that both kinds of the consumer have an equal amount of interest in mobile marketing.

But same was not the case with gender, here the level of significance was observed to be 0.003 which is due to randomness. Thus we can both genders react differently towards mobile marketing efforts.

For the interaction of gender and education, the level of significance was observed to be 0.744, i.e. 74.4%. There is no significant interaction between gender and education for mobile marketing.

Results:

### Rejected

**H2:** Gender will have no significant effect on consumer reaction.

Alternative hypothesis accepted: Gender will have a significant effect on consumer reaction.

### Not Rejected:

**H1:** Education will have no significant effect on consumer reaction

**H3:** Education and Gender interaction will have no significant effect on consumer reaction

The second null hypothesis has been rejected, and the alternative hypothesis has been accepted that gender will have a significant effect on consumer reaction towards mobile marketing. Apart from this, other two null hypothesis is not rejected, i.e. education will have no significant effect on consumer reaction towards mobile marketing and no significant interaction was found between gender and education for consumer reaction towards mobile marketing.

## Factor II: Consumer belief vs Credibility

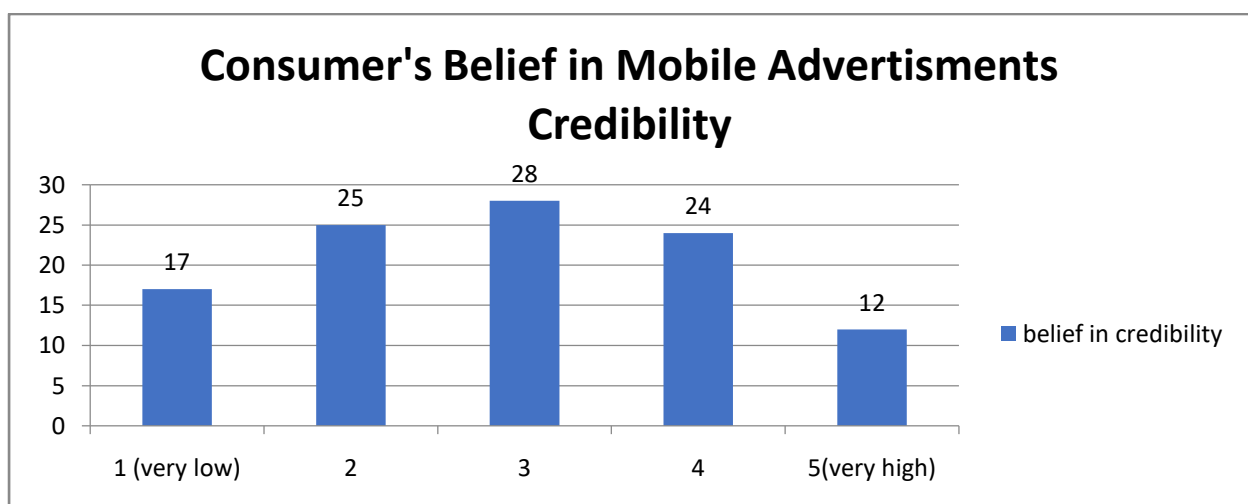
Conversion of any mobile marketing effort lies beneath the amount of user engagement. The user engagement, in turn, depends on the user's perception of the message, application and channel used. These perceptions turn out to become one of the major credentials to judge consumer attitude towards mobile marketing.

The perception towards the credibility of the content depends on the mobile marketer, promoting the brand or the channel used. As per a study conducted by Megdadi and Nusair, the acceptance of any mobile marketing effort mainly depends on following factors:

- The content of the advertising message plays an effective role in attracting users while repeating the message will have a significant negative impact on its acceptance.
- Mobile phone users view the mobile phone as a highly personal device and are very sensitive about the messages they receive. This creates many challenges for marketers and requires more coordination and integration between marketing activities.
- The personal characteristics of the users do not play a dominant role in the value of the advertisement, based on the assumption that the younger user, the more receptive he would be to advertising messages through mobile phones.

Consumers generally tend to rely on mobile advertisements as they receive ads which are specifically customised for them.

We try to evaluate, how the growing insurgency of mobile marketing in consumers lives have been accepted by consumers, how much credit do they consider these marketing stunts. Following data was gathered from our survey signifying the level of faith users have over the credibility of mobile advertisements.



**Figure 6-Consumer's Belief in Mobile Advertisements Credibility**

As per the survey response around 45% of the sample, population enjoys a high amount of belief in the mobile advertisements credibility whereas around 13% of the respondents lay very low trust on the credibility of mobile advertisements. The increased trust for the mobile credibility could be mainly associated with the effort that businesses are putting to customise their promotions based on user's profile.

#### Hypothesis Testing:

For further analysis of consumer attitude, hypothesis testing had been conducted using two-way ANOVA in SPSS. The objective of conducting this hypothesis was to measure the variance in the attitude of two genders and also the variance in the attitude of management graduates vs Non-management graduates.

Generally, it has always been understood that men and women have completely different outlook towards shopping and they perceive information differently; thus we can also expect them to have different levels of trust over the mobile advertisements credibility.

Similarly, management graduates can be said to have a different outlook and attention level towards mobile marketing in comparison to the non-management graduates as we've gone through different disciplines of marketing and advertising. Thus there can be variance in the attitude of the two categories.

After calculating individual variance in attitude, the combined effect of both gender and education was also calculated.

Following table provides us with respondent's diversity:

#### Between-Subjects Factors

		N
Gender	1(Male)	86
	2(Female)	41
Education	1(MBA)	93
	2(Non-MBA)	34

**H1:** Education will have no significant effect on trust over mobile advertisements credibility

**H2:** Gender will have no significant effect on trust over mobile advertisements credibility.

**H3:** Education and Gender interaction will have no significant effect on trust over mobile advertisements credibility.

We conducted the Hypothesis testing using two-way ANOVA, taking consumer's belief in mobile advertisements Credibility as Dependent variable and Education & Gender as independent variables.

Conclusion:

Following outcome was generated on conducting 2-way ANOVA analysis in SPSS

### Tests of Between-Subjects Effects

Dependent Variable: credibility

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.104 <sup>a</sup>	3	1.701	1.160	.328
Intercept	847.497	1	847.497	577.863	.000
Gender	2.224	1	2.224	1.516	.221
Education	3.404	1	3.404	2.321	.130
Gender * Education	.013	1	.013	.009	.926
Error	180.392	123	1.467		
Total	1377.000	127			
Corrected Total	185.496	126			

a. R Squared = .028 (Adjusted R Squared = .004)

Keeping a confidence level of 5%:

For education, it was observed that there was not much of variation between management graduates and non-management graduates. The level of significance was observed to be 0.130, i.e. 13%. Thus we can say that both kinds of consumers show an equal amount of faith in the credibility of mobile advertisements.

Similarly for gender also the level of significance was observed to be 0.221, i.e. 22.1%. Since the p-value is greater than 0.05, it can be said that there is not much difference for both genders in terms of credibility. Both gender show equal amount of faith in the credibility of mobile advertisements...

For the interaction of gender and education, the level of significance was observed to be 0.926, i.e. 92.6%. It can be concluded that there isn't any significant interaction between gender and education.

Results:

The three null hypotheses are **not rejected**:

**H1:** Education will have no significant effect on trust over mobile advertisements credibility

**H2:** Gender will have no significant effect on trust over mobile advertisements credibility.

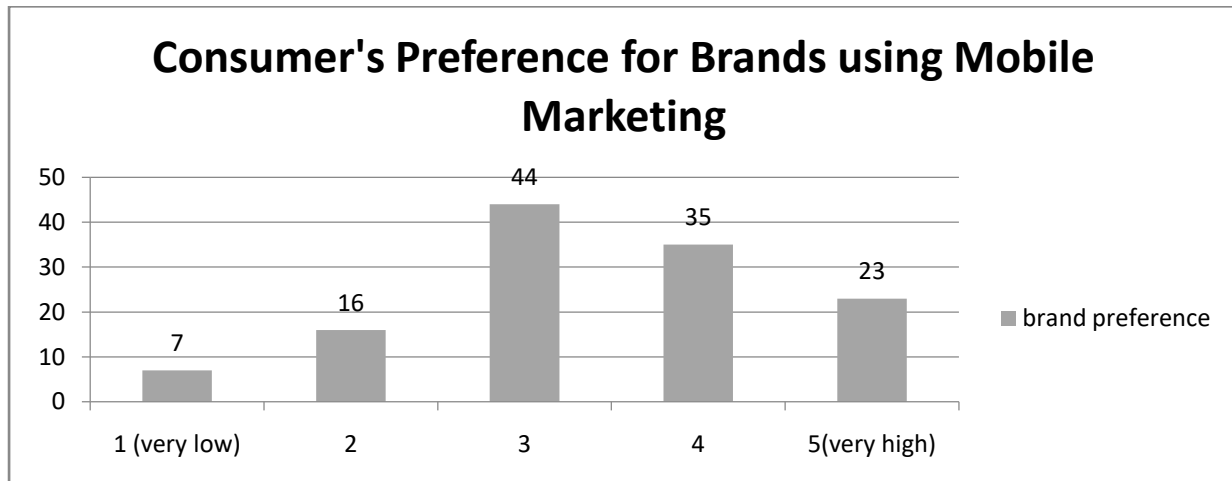
**H3:** Education and Gender interaction will have no significant effect on trust over mobile advertisements credibility.

Thus, none of the null hypothesis is rejected, i.e. education and gender will have no significant effect on consumer's trust over mobile advertisements credibility and no significant interaction was found between education and gender for consumer's belief over mobile advertisements credibility.

### Factor III: Consumer's preference for usage of mobile advertisements by brands

Mobiles have become highly personalised devices for individuals in today's scenario. Thus every business is looking out to reach consumer using this medium. Mobile marketing provides them with a platform where they could create awareness regarding their brand and inform consumers about offers and promotions. Using this tool, they could generate more and more consumer recall of their brand and in turn increasing their preferences.

In today's competitive world, huge chunk of money is being spent on mobile marketing, and still, businesses are failing to create a brand preference. As per our survey,



**Figure 7-Consumer's Preference for Brands using Mobile Marketing**

It was found that around 80% of the total respondents were majorly inclined towards giving specific preference to those brands whose advertisements appeared on cell phones mainly because the brand recall was high. With a very low amount of respondents showing no preference for brands, this could be called as a positive aspect for mobile marketing, laying a strong foundation for future prospects.

This positive output could be subjected to reasons being better and specific reach to the target consumer by customising promotions and creating a mobile-friendly user interface. Eg., Flipkart.

#### Hypothesis Testing:

For further analysis of consumer preference for brands, hypothesis testing had been conducted using two-way ANOVA in SPSS. The objective of conducting this hypothesis was to measure the variance in the attitude of two genders and also the variance in the attitude of management graduates vs Non-management graduates.

Generally, it has always been understood that men and women have completely different outlook towards shopping and they perceive information differently. Thus we can also expect them to have variation in preference of brands using mobile advertisements.

Similarly, management graduates can be said to have a different outlook and attention level towards mobile marketing in comparison to the non-management graduates as we've gone through different disciplines of marketing and advertising. Thus there can be variance in the attitude of the two categories.

After calculating individual variance in attitude, the combined effect of both gender and education was also calculated.

Following table provides us with respondent's diversity:

#### Between-Subjects Factors

		N
Gender	1(Male)	86
	2(Female)	41
Education	1(MBA)	93
	2(Non-MBA)	34

**H1:** Education will have no significant effect on preference for brands advertising on the mobile platform

**H2:** Gender will have no significant effect on preference for brands advertising on the mobile platform

**H3:** Education and Gender interaction will have no significant effect on preference for brands advertising on the mobile platform



We conducted the Hypothesis testing using two-way ANOVA, taking consumer's preference for brands using mobile advertising as Dependent variable and Education & Gender as independent variables.

Conclusion:

Following outcome was generated on conducting 2-way ANOVA analysis in SPSS

### Tests of Between-Subjects Effects

Dependent Variable: Preference for brands

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	2.251 <sup>a</sup>	3	.750	.612	.608
Intercept	1043.968	1	1043.968	851.577	.000
Gender	.001	1	.001	.001	.975
Education	2.156	1	2.156	1.759	.187
Gender * Education	.017	1	.017	.014	.906
Error	150.789	123	1.226		
Total	1643.000	127			
Corrected Total	153.039	126			

a. R Squared = .015 (Adjusted R Squared = -.009)

Keeping a confidence level of 5%:

For education, it was observed that there was not much of variation between management graduates and non-management graduates. The level of significance was observed to be 0.187, i.e. 18.7%. Thus we can say that both kinds of consumers show equal amount of preference for brands advertising on mobile platform

Similar was the case with gender, here the level of significance was observed to be 0.975, i.e. around 97.5%. Thus, it can be said that both genders show equal amount of preference for brands advertising on mobile platform.

For the interaction of gender and education, the level of significance was observed to be 0.906, i.e. 90.6%. No significant interaction was observed between gender and education for preference of brands advertised on the mobile platform.

Results:

Since p-value has been above 0.05, none of the null hypothesis is rejected.

**H1:** Education will have no significant effect on preference for brands advertising on the mobile platform

**H2:** Gender will have no significant effect on preference for brands advertising on the mobile platform

**H3:** Education and Gender interaction will have no significant effect on preference for brands advertising on the mobile platform.

The three null hypothesis is **not rejected**. Thus, we can say that Education and Gender will have no significant effect on consumer's preference for brands advertising on the mobile platform. Also, no significant interaction was found between education and gender for consumer's preference of brands advertising on the mobile platform.

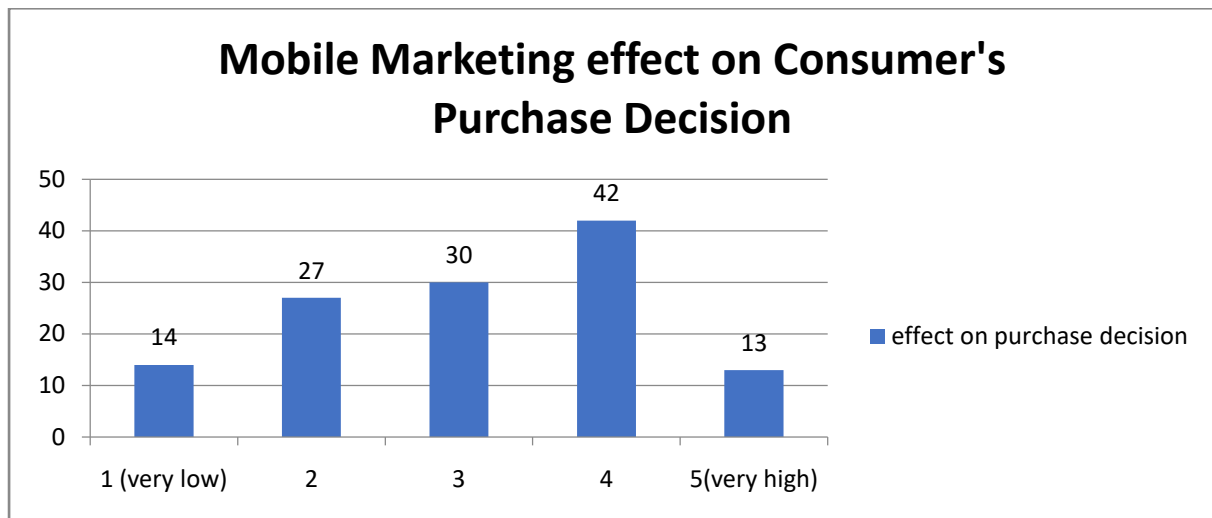
#### **Factor IV: Effect on consumers purchase decision**

Basically, we can segregate purchase behaviour to 5 stages:

1. Making shopping list
2. Gathering information about products
3. Comparing different products
4. Purchasing products
5. Post-purchase activities

Mobile marketing generally tries to generate consumer liking towards the brand, product, and increase the brand recall, but even after large of efforts being put in by the marketers, they fail to turn it into sales.

Following survey data shows the extent to which mobile marketing affects consumers purchase decision:



**Figure 8-Mobile Marketing effect on Consumer's Purchase Decision**

Based on the data of 127 respondents, it could be seen that around 32% of respondents are hardly affected by mobile marketing, 24% being neutral whereas 43% of the total respondents said that their purchase decisions do get affected by mobile marketing advertisement and campaigns. This large percentage of sample data could be considered as a positive impact of the mobile marketing strategies. This positive impact could be attributed to the fact that brand tries to promote their products based on discounts or exclusivity, which have a significant effect on consumer desirability to go for the products. Example, Flipkart big billion days, or Flipkart's xiaomi sale.

#### Hypothesis Testing:

For further analysis of mobile marketing effects on the purchase decision, hypothesis testing had been conducted using two-way ANOVA in SPSS. The objective of conducting this hypothesis was to measure the variance in the attitude of two genders and also the variance in the attitude of management graduates vs Non-management graduates.

Generally, it has always been understood that men and women have completely different outlook towards shopping and they perceive information differently; thus we can also expect that the mobile marketing efforts would affect their purchase decision at different levels.

Similarly, management graduates can be said to have a different outlook and attention level towards mobile marketing in comparison to the non-management graduates as we've gone through different disciplines of marketing and advertising. Thus there can be variance in the attitude of the two categories.

After calculating individual variance in attitude, the combined effect of both gender and education was also calculated.

Following table provides us with respondent's diversity:

### Between-Subjects Factors

		N
Gender	1(Male)	86
	2(Female)	41
Education	1(MBA)	93
	2(Non-MBA)	34

**H1:** Education will have no significant effect on the purchase decision

**H2:** Gender will have no significant effect on the purchase decision

**H3:** Education and Gender interaction will have no significant effect on the purchase decision

We conducted the Hypothesis testing using two-way ANOVA, taking the effect of mobile advertising on consumer's purchase decision as Dependent variable and Education & Gender as independent variables.

Conclusion:

Following outcome was generated on conducting 2-way ANOVA analysis in SPSS

### Tests of Between-Subjects Effects

Dependent Variable: purchase decision

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.401 <sup>a</sup>	3	1.800	1.300	.277
Intercept	835.418	1	835.418	603.495	.000
Gender	.012	1	.012	.009	.925
Education	5.313	1	5.313	3.838	.052
Gender * Education	.060	1	.060	.043	.835
Error	170.269	123	1.384		
Total	1398.000	127			
Corrected Total	175.669	126			

a. R Squared = .031 (Adjusted R Squared = .007)

Keeping a confidence level of 5%:

For education, it was observed that there was not much of variation between management graduates and non-management graduates. The level of significance was observed to be 0.052, i.e. 5.2%, mainly because of randomness. Since it is very close to 0.05, thus we can consider it equal to 0.05. Since  $p$  value=0.05, it can be said that the assumptions don't hold true and education level has effect purchase decision.

But same was not the case with gender, here the level of significance was observed to be 0.925, i.e. 92.5%. Thus gender does not have much effect on purchase decision based on mobile advertisements.

For the interaction of gender and education, the level of significance was observed to be 0.835, i.e. 83.5%. No significant interaction is seen between the two variables for mobile marketing affecting the purchase decision.

#### Results:

The first null hypothesis is **rejected** as  $p$  value=0.05

**H1:** Education factor will have no significant effect on the purchase decision

The alternate hypothesis is accepted: MBA/ Non-MBA factor will have a significant effect on the purchase decision.

The other two null hypothesis is **not rejected**.

**H2:** Gender will have no significant effect on the purchase decision

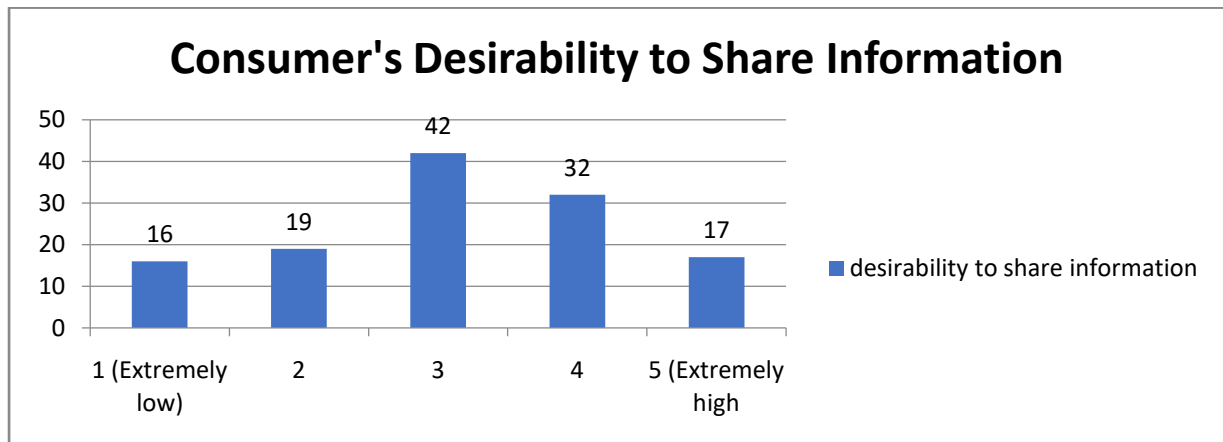
**H3:** Education and Gender interaction will have no significant effect on the purchase decision

The first hypothesis will be rejected since significance value is found to be 0.05, which implies that education will play a significant role in mobile marketing effect on consumer's purchase decision. The other two null hypothesis is not rejected implying that gender will play no significant role in mobile marketing effect on consumer's purchase decision. Also, no significant Interaction was found between Gender and Education for mobile marketing effect on consumer's purchase decision.

#### **Factor V: Consumer's desirability to share information regarding mobile advertisements**

Word of mouth is the most reliable marketing tool for any brand. In today social media generation, it is very important for each brand to get more and more reach to the consumers. This can be made possible if the consumer shares the mobile advertisement content on-the-go.

Following data gathered from survey response shows the desirability of consumers to share the information regarding mobile advertisements:



**Figure 9-Consumer's Desirability to Share Information**

As per the data, it can be seen that 28% of the respondents show less tendency towards sharing data with friends/family, whereas 38% show high tendency of sharing information, while 33% of the respondents are neutral towards this aspect of sharing information. The sharing of information could be related to content, ease of sharing on social media platforms, perception regarding the brand/product. Thus we can see that trend has been shifting towards more and more sharing content they find interesting on the mobile advertisements.

#### Hypothesis Testing:

For further analysis of desirability to share information regarding mobile advertisements, hypothesis testing had been conducted using two-way ANOVA in SPSS. The objective of conducting this hypothesis was to measure the variance in the attitude of two genders and also the variance in the attitude of management graduates vs Non-management graduates.

Generally, it has always been understood that men and women have completely different outlook towards shopping and they perceive information differently; thus we can also expect them to have different interest level to share information regarding mobile advertisements.

Similarly, management graduates can be said to have a different outlook and attention level towards mobile marketing in comparison to the non-management graduates as we've gone through different disciplines of marketing and advertising. Thus there can be variance in the attitude of the two categories.

After calculating individual variance in attitude, the combined effect of both gender and education was also calculated.

Following table provides us with respondent's diversity:

**Between-Subjects Factors**

		N
Gender	1(Male)	86
	2(Female)	41
Education	1(MBA)	93
	2(Non-MBA)	34

**H1:** Education will have no significant effect on consumer's desirability to share information regarding mobile advertisements

**H2:** Gender will have no significant effect on consumer's desirability to share information regarding mobile advertisements

**H3:** Education and Gender interaction will have no significant effect on consumer's desirability to share information regarding mobile advertisements

We conducted the Hypothesis testing using two-way ANOVA, taking consumer's desirability to share information regarding mobile advertisements as Dependent variable and Education & gender as an independent variable.

Conclusion:

Following outcome was generated on conducting 2-way ANOVA analysis in SPSS

**Tests of Between-Subjects Effects**

Dependent Variable: Sharing info.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	7.532 <sup>a</sup>	3	2.511	1.765	.157
Intercept	941.139	1	941.139	661.771	.000
Gender	4.369	1	4.369	3.072	.082
Education	.365	1	.365	.257	.613
Gender * Education	.787	1	.787	.554	.458
Error	174.925	123	1.422		
Total	1411.000	127			
Corrected Total	182.457	126			

a. R Squared = .041 (Adjusted R Squared = .018)

Keeping a confidence level of 5%:

For education, it was observed that there was not much of variation between management graduates and non-management graduates. The level of significance was observed to be 0.613, i.e. 61.3%. Thus we can say that both kinds of consumers have equal desirability to share information regarding mobile marketing and its contents.

Similarly, for gender, the level of significance was observed to be 0.082, i.e. 8.2%. Since the level of significance is greater than 0.05, it can be said both the gender share an equal interest in sharing mobile marketing content.

For the interaction of gender and education, the level of significance was observed to be 0.458, i.e. 45.8%. No significant interaction was seen between gender and education for sharing information regarding mobile marketing information.

#### Results:

Since the level of significance is found to be greater than 0.05, the null hypothesis is **not rejected**.

**H1:** Education will have no significant effect on consumer's desirability to share information regarding mobile advertisements

**H2:** Gender will have no significant effect on consumer's desirability to share information regarding mobile advertisements

**H3:** Education and Gender interaction will have no significant effect on consumer's desirability to share information regarding mobile advertisements

The three null hypothesis are not rejected since the significance value is found to be greater than 0.05 for all the three hypothesis. This outcome implies that Education and Gender will have no significant effect on consumer's desirability to share information regarding mobile advertisements. And, similarly, no significant interaction was found between education & gender for consumer's desirability to share information regarding mobile advertisements.

#### **Consumer attitude towards mobile marketing**

After conducting an in-depth consumer analysis for mobile marketing by primarily focussing on 5 major factors, we can conclude that mobile marketing has penetrated very deeply into our lives. Mobiles have become a highly personalised device for individuals in past few years, thus providing marketers with a huge potential platform to reach customers. Seeing the data generated by the survey and hypothesis conducted, it could be clearly seen that mobile marketing has evolved on many fronts. Firstly and most significant change has been in the consumer mindset and perception towards mobile advertisements, they have started taking



the marketing attempts as interesting and are getting involved which was not the case some 3-4 years prior. This change can be mainly attributed to use of effective data analytics by marketers which helps them to customise ads based on consumer's profile. This huge involvement by consumers has also laid to rest to basic assumptions that education plays a huge role in user's reaction. The personalisation of devices has broken those barriers. Secondly, consumers trust towards credibility of mobile advertisements has also developed. Changing the preconceived notion of attributing mobile ads as spam, marketers have been successful in gaining the trust of the users. This has been mainly possible because of the increasing viability of mobile platforms, and the interest of prominent brands to enter mobile space, and customer reliance on mobile apps. Thirdly, mobile marketing has helped businesses in generating an effective brand recall within consumer minds. Increased involvement of the users, and gaining more and more screen spaces mobile advertisements are trying to generate more and more conversion by gaining a space in consumer's minds. Having a clearly segmented target consumer group and user-friendly mobile apps interface

and improved channels to reach consumers has helped marketers and businesses. Based on the improvement of channels and techniques of mobile marketing, businesses have achieved better conversion ratios by leading more and more consumers towards purchasing and also have been able to develop intent to share mobile ads content and information with fellow mates.

### **The road ahead**

As per some of the experts, the future for mobile marketing looks quite promising. Based on our project following recommendation can be suggested:

- Marketers need to evolve more persistent relationship across the full relationship lifecycle with the consumer by using various channels like SMS and mobile apps. Based on the activities on which consumers spent most of their time, the marketing efforts could be made more precise and targeted. As per our survey, users are spending more and more time on apps, games and internet; thus mobile marketing needs to be targeted using these channels.
- Mobile marketing cannot be merely considered as channel anymore; customers today are highly interconnected and interact with channels, across devices and physical world. Thus to gain better outcomes, better analytics should come into play.
- Indian customers are highly receptive to brands and discounts rather than visual appeal in mobile advertisements. Visual appeal helps in catching the attention, but discounts and brands help in keeping hold of the consumer. Though pricing techniques have already been implemented on the electronic forum quite effectively, instead of looking for the cheapest product, customers have started looking for best-priced products in a particular range.

- Marketers need to follow an integrated marketing approach to communication, conversion and engagement across all channels to drive future growth.
- Finally, as per Ann Handley quotes, “mobile is the mechanism that makes modern marketers realise that they need to reach the people where they are-which might not be on your own website. So rather than spending time and energy driving engagement and action where “WE” want it to take place, we need to embrace the reality that we need to go where our customers are”

Evaluating the evolution of mobile marketing has made few things quite evident. First and foremost, mobile has become highly personalised device among the fulfilling population number of purposes on-the-go. Secondly, the penetration of mobile marketing into the lives of consumers has risen exponentially.

Marketers have been able to change the basic notion of mobile marketing efforts being spam in the consumer's mindset. In the infancy stage, mobile marketing was considered as spam mainly because data analytics was not effective and the same promotional advertisement was sent to complete consumer base without doing any research, segmenting and targeting. But today with improved analytics marketers can customise their promotional messages and advertisements according to consumers profile. This has helped marketers in improving efficiency and conversion ratio and also avoiding mass marketing.

With customised marketing efforts and controlling the frequency of advertisements, so as to prevent the users from getting irritated, businesses have been able to grab the attention of consumers just at the right level. By controlling the frequency and improving therelevancy for consumers, businesses are able to grab attention and avoid brand dilution by excess marketing.

The growth of e-commerce has been another major boost for businesses. With the improved mobile platform, businesses have been able to generate more and more purchases. Previously, mobile was used for search purposes only (in the purchase decision-making process), and the purchase was made at the physical outlets. But with the e-commerce boom, instant conversion of mobile advertisements could be done without waiting for customers to go to a brick and mortar store and relying on effective brand recall. For example,, If Flipkart sends a push notification regarding 20% discount on headphones, then any consumer who is interested in buying doesn't need to wait to go to outlet, at that very instant itself, the consumer could order the required product online, thus showing how mobile advertisement was converted to a purchase decision. The only important concern for marketers is to capture the consumers at the right moment, which could be done by maintaining consumers profile using data analytics.

Indian consumers have come a long way. If marketers catch hold of them at the right moment with the right product, then their efforts won't go in vain. Users have started showing trust over mobile advertisements credibility and content. Users are generally looking for 3 important things- price, brands and ease of use. Consumer's today look out for mobile advertisement with offers/discounts, and also for the best-priced product in a particular category. Marketers need to provide them with a platform which is conducive to their mobile device, i.e. in the form of apps or mobile-specific websites, which would enrich user experience. Mobile marketing efforts could be more effective if we try to indulge consumer in communication, using social media or messenger, as it has been found that users spent most of their time on these activities. And if we are able to improve communication and address consumers concerns using these platforms, brand value and brand recall could be improved.

Thus, we can say that though mobile marketing is still in its growing stage, it has come a long way. It could be seen a next revolutionary marketing tool for businesses in coming days, based on growth rate of the mobile market. It can prove to become an effective channel between businesses and consumers.