

An Analysis on the Effects of Mobile Marketing on Consumer Purchasing Behaviour

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Abstract

Mobile phones, especially smartphones, have recently taken over as the main form of communication. One of the fastest-growing mobile markets is that of India. Due to this, marketers are turning to mobile marketing as one of the greatest platforms for advertising, brand recognition, promotions, and consumer outreach since it has a far greater impact than traditional marketing communication techniques. By the use of mobile devices for marketing, businesses may bypass temporal and geographic constraints to engage directly with potential consumers i.e. It allows businesses to expand their reach and target a wider audience than ever before, without the need to physically be in the same place. So, research on mobile advertising would have a significant influence on how a company is conducted. This study intends to investigate how mobile marketing affects consumers' purchasing decisions. A poll in the city yielded 100 valid replies in total. The findings demonstrated a favourable correlation between the characteristics of mobile phone users and their intended behaviour.

Keywords: Consumer Buying Behavior, Mobile Phone, Consumer Purchase Decision

INTRODUCTION

The new mobile users join this market every year, providing marketers with a very good opportunity to advertise their products through mobile marketing as customers carry their phones everywhere and can access anything at any time.

Mobile marketing has been seen as a novel kind of advertising and has given firms new avenues for growth. When opposed to traditional marketing promotion, marketing activities carried out via mobile devices allow advertisers to quickly and regardless of location directly engage with potential clients.

There are many ways to reach clients, but in the modern world, mobile marketing communication is the one that reaches the most end users. The goal of marketing a product is to boost sales, raise awareness, improve brand recall, and create a favourable perception of the brand. While creating a marketing strategy, marketers should consider the security and privacy requirements of customers. The balance between including consumers in the marketing mix and attaining the goals of the marketing plan should be maintained by the marketers. To accomplish this goal, marketers must comprehend the elements that influence customer trust in mobile phone commercials, such as incentives and consumer attitudes [1].

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Although though India has one of the world's fastest-growing e-commerce marketplaces today, only 2.2% of all retail purchases are made online (Statista, 2018). This is despite the fact that the government has been actively encouraging the adoption of digital platforms, and has made significant investments in improving the

infrastructure and computer literacy of the masses [13]. Furthermore, the government has also been promoting the adoption of digital platforms in the education sector, which has enabled a more expansive technology adoption by the population.

The Indian government has been aggressively promoting the proliferation of internet retailing, which has been further aided by the rise in middle class and dual-wage families [12]. Additionally, the improved technology and infrastructure, such as the increased internet penetration rate throughout the country, has been a major factor in the growth of online retailing [2]. Lastly, more local players have either started or joined online platforms to make their products and services available to a wider audience. All of these elements have played a significant part in the rise of internet retailing in India [3].

The ever-growing interest in smartphones among the population is the primary factor that has intensified the desire to investigate the topic. People's fixation on smartphones has been escalating at an alarming rate. Consequently, the purpose of this research is to uncover the consumer behaviour of smartphone buyers in the Indian Market [4].

Consumer buying behaviour is also called a rich field of psychology that includes how people buy and use of products and services. Basically it tries to sell more products to many customers than what people want to buy, and what is the reason behind it. They also research about consumers and what psychological issues tie them [5].

OBJECTIVES OF THE STUDY

To learn about the attitudes and purchase behaviours of customers about mobile marketing. To determine what elements of mobile marketing communication are enabling and restricting. To understand customer adoption of mobile marketing communication across various industries depending on demographics [6].

IMPORTANCE OF THE STUDY

Mobile marketing has grown increasingly vital in India in the modern era. Thus, marketers adopted this new type of marketing technique in order to boost sales of goods and services. There hasn't been enough research on consumer views regarding mobile marketing, particularly in India, despite the fact that several research studies have been carried out globally to assess consumer attitudes towards a product or service. This study sought to investigate how mobile marketing affects customer purchasing patterns [7]. This is crucial because there aren't many research like it in the marketing industry. The results provide additional data about whether respondents would allocate up to 10% of their budget to mobile marketing.

Table.1 REVIEW OF LITERATURE

S.N.	Authors	Findings of their study
1.	moon,2004	There are Fundamental issues that methods help to develop the customer evolve, accept and take decision making strategies
2.	Dr. Shalini Nath Tripathi (Current Study)	According to this report, customerization is a critical factor in solving customers' negative perceptions of mobile marketing. This helps in getting better engagement and responsiveness from the customers, thus aiding companies in their success. The solution to this problem is to use software to customise the mobile marketing approaches. Companies must take advantage of this powerful tool to ensure their success
3.	Karthikeyan and Balamurugan (Current study)	This study was conducted with the purpose of examining the impact of Interest, Individual Attention, Problems Faced, and Consumer Attitude on Intention to Purchase. The research was conducted with the intention of studying the perception of mobile users towards mobile marketing and to determine the influence of mobile marketing, particularly mobile advertising, on the mobile users in terms of their purchase decisions. The results of the study concluded that the type of mobile advertising affects the purchase decision of the mobile users.

4.	Thurner, (2008); Altuna and Konuk, (2009)	Research has conclusively demonstrated that m-marketing can be effectively integrated with traditional marketing instruments to promote products and services of brands, and thus such a combination of marketing tools will be able to significantly improve the effectiveness and efficiency of the total marketing plan. Mobile devices have been considered one of the optimal options for communicating marketing information for the following reason: apart from being cost effective and providing easy access to the target segmentation of consumers, most customers carry their mobile phones nearly 24 hours per day. This provides an unparalleled opportunity for marketers to reach their target audience with timely and relevant messages.
5	Friedrich et al. (2009).	Customised information is another unique characteristic that makes mobile marketing (marketing) stand out as a significant and cutting-edge marketing instrument, in addition to bridging the gap created by time, distance, convenience, free transportation, and interactive channels of contact.
6	Airwide Solutions (current study)	A comprehensive survey of fifty international brands has revealed that the number of companies looking to invest a greater proportion of their marketing budget into mobile campaigns has increased significantly. This is largely due to the availability of mobile infrastructure and applications services provided by various companies. The survey findings indicated that 71% of respondents would be willing to allocate up to 10% of their budget to m-marketing. This is a clear indication that many advertisers are ready to invest in m-marketing.
7	Airwide Solutions	mobile infrastructure and applications services); many advertisers are ready to invest in m-marketing. This survey has been conducted among 50 international brands, and the findings revealed that the number of brands looking to spend a greater proportion of their marketing budget on mobile campaigns in the future has been increased
8	Berry(1995)	Good customer satisfaction helps them to shop again. One important aspect that contributes to the profitability of the business is customer loyalty. According to writer, promotional activities help to increase the sales but maintain customer loyalty doesn't reduce the cost
9	Aaker(1992)	A online retailer always maintain their loyalty of customer by awareness of brand, develop the perception towards quality , associations and also its services
10	Keller(1993)	Customer take less time while purchasing online and also help them boost its confidence in purchasing and level of satisfaction
11	Oliver(1999)	Emphasis that customer satisfaction and loyalty are fully intertwined. Anderson and others, according to Satisfaction. He came to the conclusion that there is no direct connection between customer satisfaction and loyalty.
12	Hansen, 2005)	As Investigation on online purchasers that focus on demographic factors in terms of age and gender and they also characterised with high level of income
13	Zhou, Dai and Zhang, 2007	Major demographic factors characterised that their age, gender, occupation, education level, family status, personal/family income, living conditions, Age, education and profession have been reported to have significant impact against other variables .
14	Kumar and Kanchan, 2017	In case of India, in 2011 IAMAI reports that youngsters in India are the major Internet users and India has crossed 100 million Internet-users which includes young men, school and college going students who use more than 75% of Internet
15	ASSOCHAM- Resurgent (2017)	5% increase in the number of e-retail customers in the year 2018 was predicted. This growing trend has attracted lots of research studies on online buyer behaviour.
16	Delafrooz et al., 2009	university students have been found to be frequent users of technology, they are likely to buy products online and actively participate in online shopping
17	Kiyici, 2012	It was reported that students who have higher income or who own a credit card, have more internet familiarity; nd Internet shopping more convenient. These students have more product selection perception and positive attitude, intension and their perceived consequences are high. It is also observed that nancial independence is positively influencing online purchase intentions and experience of students

RESEARCH METHODOLOGY

- Understanding is the main goal of the research. The customer perceptions of mobile advertisements and their intended action. This study is quantitative and is often carried out using a questionnaire. The meaning that can be deduced from the acquired data serves as the foundation for the quantitative data, and analysis is carried out using statistical techniques (correlation using SPSS).
- The research is based on primary data since secondary data by itself was insufficient to support the study's goals.
- The research relies on primary data because secondary data by itself is insufficient to accomplish the study's goals.

Data collection

A structured survey is used to collect data, and it entails I creating the survey tool (questionnaire) and (ii) disseminating it to possible responders.

DATA ANALYSIS

Result analysis methods ...

Quantitative information from demographic, behaviour-related, and attitude-related questions has been analysed using SPSS. Interest and acceptability are the criteria taken into account for behavioural intentions. ii) Active participation and use. iii) Privacy and security issues. iv) Prefer mobile internet access The relationship between the aforementioned characteristics and numerous customer demographic features has been investigated using correlation analysis [8].

There is no link between gender and associated with beneficial behaviour in mobile marketing because sig(2-tailed) is greater than 0.05 (Table 3).

Table 2. Relation between behaviour, attitude and gender on marketing.

Descriptive Statistics			
	Mean	Std. Deviation	N
Factors	2.14	1.101	100
Gender	1.27	.446	100
Correlation			
		Factors	Gender
Factors	Pearson Correlation	1	0.46
	Sig. (2-tailed)		0.652
	N	100	100
Gender	Pearson Correlation	0.046	1
	Sig. (2-tailed)	0.652	
	N	100	100

Table 3. Relation between gender and marketing.

Descriptive Statistics			
	Mean	Std. Deviation	N
Factors	2.14	1.101	100
Age	1.75	.957	100
Correlation			
		Factors	Age
Factors	Pearson Correlation	1	.225*
	Sig. (2-tailed)		0.024
	N	100	100
Age	Pearson Correlation	.225*	1
	Sig. (2-tailed)	0.24	
	N	100	100

*The 0.05 level of significance for correlation (2- tailed). There is a correlation between age and consumers' buying behaviour in mobile marketing because sig(2-tailed) is less than 0.05 (Table 2).

Limitations

- The main issue with this study is that it only examined broad perceptions about mobile marketing.. Certain product categories were not included as one of the factors that could influence how buyers feel about such items and mobile marketing [9].
- As the data was gathered through convenience sampling, the outcome might be improved by using additional city samples. In the near future, if the scale for assessing attitudes is [11] specifically established for studying attitudes towards mobile marketing, the findings may be extrapolated to the entire population of the city.

CONCLUSION

According to the outcome, there is a sizable positive association between the sample's consumer opinions and behavioural intentions. It implies that customers' behavioural intentions are more favourable when they have a good attitude towards mobile marketing.

The following are the answers to the enquiry:

For all four categories, the consumer qualities are often favourable. We might thus conclude that customer sentiments regarding mobile marketing are favourable.

The study found no relationship between customer gender and mobile marketing.

Because of the relationship between the consumers' age group and occupation and their receptivity to mobile marketing. As a result, this creates a constraint for the marketers.

The study found that customer purchasing behaviour is influenced by product interest and usage.

There is a direct correlation between customer sentiments and their behavioural intentions towards mobile ads, as anticipated before undertaking the study investigation.

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