



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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IMPACT OF MOBILE MARKETING ON THE PURCHASE DECISION OF CONSUMERS: A STUDY OF JALANDHAR REGION

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ABSTRACT

Innovation creates marketing opportunities and challenges. Mobile advertising, an area of mobile commerce, is a form of advertising that targets users of handheld wireless devices such as mobile phones and PDAs. It can reach the target customers anywhere anytime. The primary objective of this study is to gain an insight into the perception of mobile users, towards mobile marketing/advertising and their utility value in terms of impact on the purchase decision. Hence we are attempting to explore consumers' responsiveness to mobile marketing and their perception, taking into cognizance the impact of demographic factors. The study also aims to concretize some features enhancing the acceptability/ utility of mobile marketing/advertising and suggests an appropriate strategic initiative for the same. The major findings reveal that the perception of consumers towards mobile marketing is that they find it time consuming, always relayed at wrong time, too many ads creating a clutter and not suitable to their personal needs etc. Further results indicate that mobile marketing/ advertising (in its current format) does not have a significant impact on the purchase/brand decision of consumers. Mobile marketing is relatively at a nascent stage in India. Distinct preferences were expressed by customers regarding the desirable content of such messages.

KEYWORDS

Mobile marketing, Consumer perception, Consumer purchasing behaviour.

INTRODUCTION

Mobile marketing and advertising are coming of age. Seen as the most personal means of communication with consumers, mobile advertising is rallying to overcome the stigma of larger advertising markets – print, TV, radio and online. Despite scrutiny over advertising spending in an economic decline, mobile advertising has remained flat year-over-year and in some areas made minor gains. SMS and messaging continue to dominate as the vehicles able to interact with the largest portion of the installed base for mobile phones. Mobile games used to represent the total sum of in-application advertising, but not anymore. The surge in smart phone applications broadens the appeal for marketing messages inserted during program runtime. Location is the mobile marketer's best friend as it quickly becomes an integral component for precision audience targeting.

This study examines the expansion and growth of the mobile segment. The report defines mobile marketing, describes major ecosystem players and delves into a range of popular and emerging technology channels used to communicate directly with the mobile consumer, including: messaging, search, web, video and applications. The study also describes the role that Proximity Marketing and Location-Based Services have in reaching the actively shopping consumer. Mobile marketing can refer to one of two categories of marketing. First, and relatively new, is meant to describe marketing on or with a mobile device, such as a mobile phone (this is an example of horizontal telecommunication convergence). Second, and a more traditional definition, is meant to describe marketing in a moving fashion - for example - technology road shows or moving billboards. Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network. Marketing on a mobile phone has become increasingly popular ever since the rise of SMS (Short Message Service). Over the past few years SMS has become a legitimate advertising channel in some parts of the world.

REVIEW OF LITRATURE

Godin (1999) found that new media in the digital economy had created potentially powerful tools for direct and interactive marketing. Traditional marketing communication strategies had been based on the interruption logic where the consumer was forced to momentarily pay attention. Krishnamurthy (2001) proposed a conceptual framework for managing online advertising using the permission marketing approach. Permission marketing requires the consumer to participate in the programme by giving the permission and the information for continuing the relationship. The interest in this participation arises from the balance of benefits (message relevance and monetary benefits) and costs (personal information, message processing costs, privacy costs) for consumers.

Li et al (2002) discussed how negative reactions like irritation arise through intrusion advertising. The channel influences consumer responsiveness to marketing communication by being perceived as either disturbing or acceptable (Abernethy 1991). If the consumer considers marketing communication via a channel as disturbing it may negatively affect the attention to and perception of the message. In contrast, the channel may also enhance the acceptance of the marketing communication if it is perceived as appropriate for the specific marketing communication. Also, some consumers may perceive the channels as neutral, i.e. it is neither disturbing nor accepted. Despite substantial marketing potential, research on mobile advertising and particularly through its most successful application, short message service (SMS) is still embryonic.

Marinova, Murphy and Massey (2002) Permission marketing was introduced as a new managerial approach in marketing communication. It had been argued that firms benefit from getting consumers' permission to be contacted. Permission from the consumer would resolve the difficulties to get access to the

consumer. Permission was, however, not necessarily a guarantee that the consumer pays attention; it was only a door opener and gives an indication of the consumer's potential interest areas. Barnes (2002) in his paper stressed the interactive nature of mobile advertising and the ability to use contextual information to target the messages to individual receivers, in other words to personalize the message. He further emphasized that location-aware advertising messages were creating five to ten times higher click-through rates compared to traditional internet advertising messages.

Heinonen & Strandvik (2003) showed that mobile channels were perceived to be more personal than traditional and e mail channels. This creates high expectations for the relevance of marketing communication messages. A consumer expects messages to be personal and of high interest and this makes the disappointment greater when they get undesired messages. Mobile advertising may even step over the line of discretion and invade consumers' privacy because of the personal nature of the mobile device. Trappey & Woodside, (2005) Although SMS suffers a limitation from the 160 character text-only format, innovations such as the ability to send barcodes improve opportunities for coupons, point-of-sale redemption, and ticket purchases (have opened opportunities for marketing via mobile phone.

Nysveen et al (2005) combined various theoretical fields (Information system research, Uses and gratification research; and Domestication research) and indicated that marketing managers should be aware of motivational variables, such as perceived expressiveness, perceived enjoyment, perceived usefulness, and perceived ease of use, in addition to consumers' attitude toward use, normative pressure, and behavioural control for future research. Baron, Patterson, and Harris, (2006) Text messaging was first developed in 1991 for GSM digital mobile phones, almost by accident). SMS was the triumph of the consumer - every generation needs a technology that it can adopt as its own to communicate with - and the text generation took up SMS. The fact that the entry barriers to learning the service were so high were an advantage because it meant that parents and teachers and other adult authority figures were unlikely, unable and unwilling to use the service. SMS is one of the few services in consumer history that has grown very fast without corresponding decreases in pricing.

Jim Bruene (2006) According to Jim Bruene online banking is the best thing to happen to personal finance management since the invention of the paper statement. In many countries, half or more of online users routinely visit their bank to check account activities, verify deposits, and just see if everything is in order. According to a report by Mintel International Group Ltd (June 1, 2006), the forces driving the growth of the Internet-increased broadband access, new innovations that provide a secure environment, and the coming-of-age of more tech-savvy people will combine to propel online banking as well.

Mintel expected that online banking will continue to grow and become more profitable for financial institutions, particularly as the Internet matures and subsequent generations become more technologically literate. Factors impacting online banking include the trend within the industry and the socioeconomic forces behind changing demographics Yan et al. (2006) used TAM to measure user acceptance of short message service (SMS) in Hong Kong and China and recommended that in order to formulate a successful business strategy for a specific service in a specific market, a mobile operator had to conduct a comprehensive study and identify the key external factors that will affect the perceived usefulness, perceived ease of use, and subjective norms towards acceptance of that particular service in a specific market.

Baron et al. (2006) indicated the need of further research into the importance of text messaging as a social and cultural practice in everyday lives, with emphases on addictive behaviours, learning and the development of repertoires of communication skills by increasingly sophisticated consumers, and feelings of exclusion by non-participants through qualitative research approach that reflect upon consumer text message (short message service – SMS) behaviour. Heikki Karjaluoto (2004) enhance the knowledge about the role of mobile marketing medium in companies promotion mix and to cast light on end users experiences of mobile marketing channel.

The study indicated that mobile marketing is a growing two way marketing medium that was already today cost effective and more importantly interactive channel that can be utilize to derive the sales of myriad products and services. However the new channel had many challenges such as technological and legislative issues that must be taken into account in planning implementing mobile marketing campaign. The results of study provide several managerial insights into the role of mobile marketing medium today and in the near future.

NEED FOR THE STUDY

The mobile market is increasing day by day and also the mobile users are increasing. The most common media for communication in present era is mobile. Most companies are focusing on mobile marketing. So there is a need to study the consumer perception towards mobile marketing and what is the impact of mobile marketing on the purchase decision of consumers.

OBJECTIVE OF THE STUDY

- To study the impact of mobile marketing on purchase decision of consumers.
- To find out factors affecting perception and attitude of consumers towards mobile marketing.
- To find the impact of demographics towards mobile marketing.

METHODS OF DATA COLLECTION

SURVEY METHOD

Direct personal interviews were conducted with the respondents to collect information. Structured questions were asked to all the respondents. A questionnaire was prepared for that.

- **Primary data:** - Primary data is collected from the respondents by conducting direct personal interviews by using structured questions.
- **Secondary data:** - Secondary data was collected from the internet, journals and text books etc.

SAMPLING DESIGN

- **Target population:** The collection of elements or objects that possesses the information sort by researchers. We have a wide range of target population that consists of all the mobile users.
- **Element:** In this study our respondents are our elements which will provide information needed by researchers.
- **Sampling unit:** It is an element or a unit containing the elements that is available for selection at some stage of sampling process. In this study sampling unit is same as an element alternatively the sampling unit might be all working and non working people.
- **Sampling frame:** It consists of a list or set of directions for identifying target population. Our frame consists of wide range of mobile users.
- **Sampling technique:** - Convenience sampling technique has been used in this study.
- **Sample size:** - a set of 150 respondents has been used in the study so sample size is 150 in this case.

HYPOTHESIS

1. H0: There is no significant impact of gender of an individual on his/her perception of mobile marketing.
2. H0: There is no significant impact of individual's occupation on his /her reactions towards mobile marketing.
3. H0: All age groups of the respondents have same response to mobile marketing.
4. H0: Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors which has an impact on the attitude of the consumers towards mobile marketing.
5. H0: There is no significant impact of mobile marketing on purchase decision whether it provides sufficient information to purchase.

STATISTICAL TOOLS

For data analysis we had used SPSS to study the relationships and associations between the variables- Z test, chi-square test and analysis of variance is used.

DATA ANALYSIS AND INTERPRETATION

1. Hypothesis

H0- There is no significant impact of gender of an individual on his/her perception of mobile marketing.

H1- There is significant impact of gender of an individual on his/her perception of mobile marketing.

Interpretation

Independent sample Z test is applied to test the difference in the means of two categories of the gender to check out whether an individual's gender has an impact on his/her perception of mobile marketing. The value of 2 tailed Significance comes 0.777 (table 1) which is greater than 0.05 (95% confidence Interval) which means that **null hypothesis is not rejected**. It means that gender has no impact on the perception of mobile marketing. All males and females have same perception about mobile marketing.

2. Hypothesis

H0- There is no significant impact of individual's occupation on his/her reactions towards mobile marketing.

H1- There is significant impact of individual's occupation on his/her reactions towards mobile marketing.

Interpretation

Independent sample Z test is applied to test the difference in the means of two categories of the occupation to check out whether an individual's occupation has an impact on his/her reactions towards mobile marketing. The value of 2 tailed Significance comes 0.963 (table 2) which is greater than 0.05 (95% confidence Interval) which means **null hypothesis is not rejected**. It means that occupation of an individual has no impact on the reactions of people towards mobile marketing. All working and non working have same reactions towards mobile marketing

3. Hypothesis

H0- All age groups of the respondent have same response to mobile marketing.

H1- As the age of the respondent varies his response to mobile marketing varies.

Interpretation

Analysis of variance test is used to check out the differences in the means of dependent variable in several categories. Here dependent variable is the response of the people towards mobile marketing.

Here we find that the variation between groups which is variation in response related to the variation in the means of the various groups of the age, within group is the variation in response due to the variation in each category of age. Mean square is the sum of squares divided by appropriate degree of freedom. The value of 2 tailed Significance comes .119 (table 3) is greater than the .05 which means **null hypothesis is not rejected**. All age groups of the respondent have same response to mobile marketing.

4. Hypothesis

H0- Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors which has no impact on the attitude of the consumers towards mobile marketing.

H1- Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors which has an impact on the attitude of the consumers towards mobile marketing.

Interpretation

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Here the chi square value or the calculated values for three variables are 12.667, 47.111 and 68.667 respectively. Df is the degree of freedom which refers to the number of values that are free to vary after restriction has been placed on the data, which is 4, 4 and 14 respectively so the tabulated values at .05 significance level according to the degrees of freedom of the variables are 9.488, 9.488 and 23.685 so the calculated values of all the variables are greater than the tabulated values which means that null hypothesis is rejected (table 4). So we can say that Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors has an impact on the attitude of the consumers towards mobile marketing.

5. Hypothesis

H0: There is no impact of mobile marketing on purchase decision whether it provides sufficient information to purchase.

H1: There is an impact of mobile marketing on purchase decision because it provides sufficient information to purchase.

Interpretation

Analysis of variance test is used to check out the differences in the means of dependent variable in several categories. Here dependent variable is the response of the people towards mobile marketing. Here we find that the variation between groups which is variation in response related to the variation in the means of the various groups of the source of information. Within group is the variation in response due to the variation in each category of age. Mean square is the sum of squares divided by appropriate degree of freedom. F statistic is a variable from which category means are equal in the population is tested based on the ratio of mean square related to dependent variable and mean square related to error. The value of 2 tailed Significance comes .078 (table 5) is greater than the .05 which means alternate hypothesis is rejected and **null hypothesis is not rejected**. There is no impact of mobile marketing on purchase decision whether it provides sufficient information to purchase.

RECOMMENDATIONS

Personalization: Marketers can personalize text messages based on the consumers' local time, location, and preferences.

Time: Less intrusive than phone calls, recipients can read text messages at their leisure and choose when to respond, if at all. Still, organizations must consider the best time and message frequency for the target group and topic.

Location: Mobile phones amplify two key arguments for electronic commerce, location independence and ubiquity. Consumers increasingly expect tailored and location-based services, thereby underlining the importance of personalized mobile marketing. Properly applied, location-based services can create or reinforce virtual communities.

Preferences: Personalizing messages increases their impact. Similar to traditional media, a personalized SMS campaign relies upon databases with enough active and potential clients to reach the target group probably. Such databases regularly contain personal information such as leisure activities, holidays, music and media interests, type of Internet access, occupation, marital status, car ownership and income.

Consumer control, permission and privacy: Gathering data required for tailoring messages raises privacy concerns. Corporate policies must consider legalities such as electronic signatures, electronic contracts, and conditions for sending SMS messages. Advertisers should have permission and convince consumers to "opt-in" before sending advertisements. A simple registration ensures sending relevant messages to an interested audience.

Unsolicited messages, Unwanted messages are illegal in some countries and annoy consumers regardless of the medium (e.g., fax, telephone, electronic mail, or mobile devices). Unwanted messages may work as the strongest negative influence on consumer attitudes towards SMS advertising

CONCLUSION

The objective of this study was to investigate the influence of mobile marketing as a communication tool on generating consumer purchase intention and to ensure consumers attitude towards such strategies. The findings of this empirical study show that all the formulated hypotheses were in the same direction as

was hypothesized in the study. It seems that consumers who were subjected to extensive advertising reacted negatively towards mobile marketing advertising and consequently had less intention to participate in permission-based advertising programs. There is also perception of respondents that mobile marketing is time consuming, relayed at wrong time and forms a clutter .There is also no impact of past experience and effectiveness of mobile marketing in purchasing decision.

It also appears to be a positive relationship between perceived usefulness and intention to participate, as consumers who believed that SMS advertising messages were useful and relevant to their interests expressed more readiness to participate in such programs.

However, there appeared to be a negative relationship between personal use and past reaction i.e. consumers who had negative attitudes towards direct advertisements were less inclined to receive wireless advertising messages. Moreover, consumers who were less likely to have intent to participate in a permission based advertising programs had the belief that mobile was for personal use.

As far as trust is concerned, there appeared to be a negative relationship between past reactions and trust i.e. consumers who expressed negative attitudes toward direct marketing were less likely to share their personal information via SMS advertising messages. Lastly, there appears to be a negative relationship between extensive advertising and trust i.e. consumers who were subjected to extensive advertising pointed out that they were less likely to trust firms using SMS advertising. Permission marketing requires the consumer to participate in the programme by giving the permission and the information for continuing the relationship. The interest in this participation arises from the balance of benefits (message relevance and monetary benefits) and costs (personal information, message processing costs, privacy costs) for consumers.

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APPENDIX

TABLE 1: INDEPENDENT SAMPLE T TEST

		t-test for Equality of Means				
		t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Perception	Equal variances assumed	.260	133	.795	.22002	.84672
	Equal variances not assumed	.247	81.154	.806	.22002	.89254

TABLE 2: INDEPENDENT SAMPLE T TEST

		t-test for Equality of Means				
		t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Response To Mobile Marketing	Equal variances assumed	-.047	133	.963	-.02430	.52158
	Equal variances not assumed	-.046	123.428	.963	-.02430	.52653

TABLE 3: ONE WAY ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	52.816	3	17.605	1.988	.119
Within Groups	1160.221	131	8.857		
Total	1213.037	134			

TABLE 4: CHI SQUARE TEST

	Response to mobile marketing	effectiveness of mobile marketing	experience made on purchases through mobile marketing
Chi-Square(a,b)	68.667	47.111	12.667
Df	14	4	4
Asymp. Sig.	.000	.000	.013

TABLE 5: ONE WAY ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	75.378	4	18.844	2.153	.078
Within Groups	1137.660	130	8.751		
Total	1213.037	134			

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