Strategic Study on Mobile Marketing as a Sustainable Way to Business (Study with reference to Mobile App users in Thiruvananthapuram district)

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Abstract

The past few decades has witnessed the entry of mobile marketing and it provides the customers with time and location sensitive as well as personalized information which promotes ideas, goods and services. The Millennium and change are two most attractive effects that have been providing complexities into the business that has left the corporate, banks, industries, marketers and common man towards adopting and approaching to newer ways of buying and selling. This in turn has resulted in unimaginable ways of marketing and advertising with an idea of creating sustained awareness.

This research paper is a humble attempt to study the influence of mobile apps for customer daily need products as well as to evaluate the impact of information and responsiveness towards the satisfaction of consumer's purchase behavior using the mobile app. In view of this purpose, Responsiveness and Information were considered as the dimensions of Sustainability, Reliability and Usability which were considered as the dimensions of satisfaction. Structured questionnaire was developed to collect data from as many as 150 customers in Thiruvananthapuram district of Kerala. Though several research studies have focused on online shopping behavior with reference to purchase of smart phones by considering student community as their sample, this study focuses towards the sustainability of business from the buyer's perspective- the transformation of buyers from physical buying towards online shopping with specific reference to groceries and daily needs.

It was also identified from the study that Consumer perception and Customer satisfaction plays a vital role in marketing research. The results of the study indicated that based on the convenience, offers and timely delivery alone makes a consumer happy. The satisfied customer purchases their needy products through online, if they are dissatisfied they switch from online to offline store where they used to purchase previously. This study finds out that consumers prefer online

shopping or mobile app for customized services, personalized services, proper pricing policies, good product quality and maintain timely delivery. The high uncertainty and advancement in technology has become the challenges for the customer to select the product from the wide range of products available.

Introduction

Over the years, the terms Millennium and Change are two aspects that have been weaving complexities into business that has left corporate, to banks, to industries and to common man in adapting to the new way of buying and selling. This has in turn resulted in unthinkable ways of advertising and marketing in order to create a sustained awareness. Whilst the service providers were thinking that option of shouting out in the open market to brochures, to radio and to television or the internet was not enough, they have now seen an increasing demand for how marketing is done over mobile. Interestingly, all the marketing avenues are still open however, this additional layer seems to be a good avenue for super reach no matter where the potential customer is sitting. This method of creating awareness just works super magic for all business doers in popping up the need and lead generation at a click of a button. Specially, in India where population is high and data consumption is even higher owing to the fact that every individual over the age of 12 have a mobile (mostly smart phones), it makes complete sense to use this methodology of marketing through simple popup notifications or randomly setting up short snippets within mobile applications.

Mobile marketing helps the customers to track their product, they can select the delivery time and location sensitive, personalized information promotes the customer to purchase the product from the same service provider frequently.

Literature Review

Siliang Tong1 & Xueming Luo & Bo Xu(2020)in their study Personalized mobile marketing strategies. The prevalence of mobile usage data has provided unprecedented insights into customer hyper-context information and brings ample opportunities for practitioners to design more pertinent marketing strategies and timely targeted campaigns. Granular unstructured mobile data also stimulate new research frontiers. This paper integrates the traditional marketing mix model to develop a framework of personalized mobile marketing strategies. The framework incorporates personalization into the center of mobile product, mobile place, mobile price, mobile promotion, and mobile prediction. Extant studies in mobile marketing are reviewed under the proposed framework, and promising topics about personalized mobile marketing are discussed for future research.

Tilly Thomas revealed from the research titled, 'A Study on Mobile Marketing and its impact on Consumer Buying Behavior that in recent trends, the main medium of communication is through mobile phones, especially smart phones. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle income consumers. This has made the marketers to use the method of mobile marketing as one of the best platforms for advertising, brand awareness, promotions and reaching the customers in a way that have much bigger impact

than the conventional method of marketing communication. Marketing activities conducted via mobile devices enable companies to directly communicate with potential customers by overcoming the barriers of time and geographical location. Thus, research on mobile advertising would impact greatly on the way business is done. This study aims to explore the impact of mobile marketing on the buying behavior of customers. A total of 100 valid responses were received from a survey in Hyderabad city. The results revealed that there exists a positive relationship between the attributes of customers using mobile phones and their behavioural intentions.

Venkatesh Shankar, AlladiVenkatesh, Charles Hofacker and Prasad Naik(2010) in their study Mobile Marketing In The Retailing Environment: Current Insights And Future Research Avenues the study proves that the Mobile marketing, which involves two- or multi-way communication and promotion of an offer between a firm and its customers using the mobile, a term that refers to the mobile medium, device, channel, or technology, is growing in importance in the retailing environment. It has the potential to change the paradigm of retailing from one based on consumers entering the retailing environment to retailers entering the consumer's environment through anytime, anywhere mobile devices.

We propose a conceptual framework that comprises three key entities, the consumer, the mobile, and the retailer. The framework addresses key related issues such as mobile consumer activities, mobile consumer segments, mobile adoption enablers and inhibitors, key mobile properties, key retailer mobile marketing activities and competition. We also address successful retailer mobile marketing strategies, identify the customer-related and organizational challenges on this topic, and outline future research scenarios and avenues related to these issues.

Phumisal Smutkupt, DonyapruethKrairit and Vatcharaporn Esichaikul (2010) in their Study Mobile Marketing: Implications For Marketing Strategies they analyse that Over the past few years mobile marketing has opened up new opportunities for firms to communicate and engage with their target audience in a more effective way. However, the potential of this tool has not been fully exploited. A lack of experience in mobile marketing among marketers and the current status of this phenomenon are believed to attribute to this shortcoming. This study aims to provide an assessment of the potential impact of mobile devices on marketing practices in general, using the familiar framework of the four Ps (product, price, promotion, place) and the four Cs (consumer, cost, communication, and convenience). The findings indicate that mobile marketing has a tremendous impact across all elements of the marketing mix. Its major advantage lies in its unique ability to provide information in a personalized and interactive way, without restriction of time and place The effective use of mobile marketing depends on the ability of firms to make use of this feature.

Barry Berman (2016) in his study Planning and implementing effective mobile marketing programs he examined that Mobile marketing is an ever increasingly important component of a firm's overall promotional strategy. The importance of this medium can be seen through time spent on mobile media, number of searches, and direct and indirect mobile generated sales. Despite its increased importance, the effectiveness of mobile marketing needs to be improved based on such metrics as bounce rates, add-to-cart rates, shopping cart abandonment, and average

order size. Strategies to increase the effectiveness of mobile marketing are discussed. Firms need to capitalize on the three major strategic advantages of mobile marketing: (1) the fact that mobile marketing devices are always on always connected, and always with the consumer; (2) the ability to generate location sensitive offers; and (3) the ability to send relevant personalized messages and offers. Firms also need to develop and implement an effective mobile marketing strategy through a series of activities. These include understanding and reacting to the complexity of mobile marketing, designing sites based on ease of use versus 'bells and whistles,' increasing opt in rates, using effective customer engagement strategies, and developing effective mobile coupons. Criteria to evaluate the effectiveness of mobile marketing are discussed.

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Need for the Study

Now a days usage of mobile phones and market competition are gradually increasing. Much of the growth will be driven by the rural market which is expected to grow at a compound annual growth rate (CAGR) of 6%, compared with 2.5% for urban India from 2021 to 2026. Customer are not ready to move out to get their needy things instead they prefer to have everything at one place. Mobile marketing helps them to get their things done by login to the particular mobile application, they can compare the product quality, price of the products and various offers given by the e-service provider which helps them to select the product what they prefer. This study is an attempt to provide the influence of mobile apps for customers daily needs and to evaluate the impact of information and responsiveness towards satisfaction of consumers purchase behavior using mobile app.

Objective of the Study

To determine the buying behavior and satisfaction of customer using mobile application to purchase their daily needs.

Research Gap

Several research has focused towards online shopping behaviour with reference to smart phone purchase by taking only student community as their sample but this study focuses towards the Sustainability of business from buyers perspective Le.. The transformation of buyers from physical buying towards online shopping with specific reference to groceries and daily needs.

Research Methodology

This study was a descriptive study. It is a systematic way of studying the problems. It deals with the way in which data will be collected for the research project. Both primary and secondary data are used for the study.

Primary data Qualitative data was collected through survey (online), telephonic interview, and discussion and with the help of prescribed questionnaire, each question in the questionnaire satisfied the objective of the study.

Secondary data Secondary data collected through journals, magazines etc.

Data Analysis

Table 1: Gender

Gender	Frequency	Percent
Male	74	49.3
Female	76	50.7
Total	150	100.00

Source: Primary data

The above table shows the gender classification of the respondents for this study. 49.3% of respondents were male and 50.7% of respondents were female.

Table 2: Marital status Frequency

Marital Status	Frequency	Percent
Married	93	62.0
Single	57	38.0
Total	150	100.00

Source: Primary data

The above table shows the Marital status of the respondents for this study. 62% ofrespondents were married and 38% of respondents were single.

Table 3: Size of Family

Marital Status	Frequency	Percent
2-4	106	70.7
5-7	40	26.7
Above 7	4	2.7
Total	150	100.00

Source: Primary data

The above table shows the number of members in the respondent family. 70.7% of respondents accepted that minimum 2 members and maximum of 4 members in their family, 26.7% were accepted that they have minimum of 5 and maximum of 7 members in their family and 27% of respondents agreed that their family is large with above 7 expenditure per month members.

Table 4: Family Expenditure per month

Family Expenditure per month	Frequency	Percent
Less than 2000	22	14.7
2001-5000	42	28.0
5001-8000	31	20.7
Above 8000	55	36.7
Total	150	100.00

Source: Primary data

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The above table shows the family expenditure per month towards daily needs like groceries, fruits, vegetables and dairy products of respondent. 14.7% spend Rs. 2,000 or less towards needy items, 28% Spend minimum Rs. 20001 and Rs. 5,000 as their maximum expenditure, 20.7% spend Rs. 5001 as their minimum expenditure and maximum of Rs. 8000 and 36.7% of respondents spend more than Rs.8000 p.m. for their needy products.

Table 5: Independent t-test

Particulars	Interested in purchasing through Mobile APP				T value	P value
	Yes		no			
	Mean	SD	Mean	SD		
Family income per month	4.62	2.242	3.73	1.811	2.499	.014
Family Expenditure	2.87	1.033	2.58	1.238	1.359	0.1479

Source: Primary data

The above Independent t-test shows the mean, standard deviation and t value of the customer who are interested in purchasing their needy product through mobile application. In the fast-changing environment and growing technology highly influence the customer to buy their needy product from where they are. Now-a days customers are purchasing their needy products using mobile apps. The findings of the Independent t test explain the interest of customers towards purchasing their needy product through mobile applications. At 5% level of significance (t =2.499, p = 0.014) the null hypotheses got rejected in case of interest is compared with family income ,but in case of family expenditure pattern null hypotheses got accepted (t = 1.359, p= 0.179).Therefor it is statistically proved that there is a significant difference between interest of customer highly influenced by their family income and not by their family expenditure.

Table 6:

KMO measure of Sampling adequacy		.915
Bartletts test of sphericity	Approx. Chi square	2627.627
	df	231
	Sig	.00

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistics that indicates values (close to 1.0) generally indicate that a factor analysis may be useful with data. If the e proportion of variance in variable that might be caused by underlying factors. High value is less than 0.50, the result of the factor analysis probably would not be very useful. the In this study, the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.915. Bartlett's tests the hypothesis that correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore unsuitable for structure detection. A

Regression

Table 7: Model summary

Model	R	R square	Adjusted R square	Std. Error of the Estimate	Change Statistics				
					R square change	F Change	DF1	Df2	Sig. F change
1	.932ᵃ	.868	.867	.23198	.868	485.318	2	147	.000
a. Predictors (Constant), Responsiveness, Information									

Primary Source

Satisfaction as a dependent variable 86.8% of satisfaction is explained by Responsiveness and information contains in the mobile applications. The high correlation(0,932) between the dependent variable and Independent variable shows there is strong positive relationship between satisfaction and responsiveness and Information.

Table 8: ANOVA

Model		Sum of squares	Df	Mean Square	F	Sig
1	Regression	52.234	2	26.117	485.318	.000ᵇ
	Residual	7.911	147	.054		
	Total	60.145	149			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Responsiveness, Information						

*Primary Source

P-value / Sig value: Generally, 95% confidence interval or 5% level of the significance level is chosen for the study. Thus the p-value less than 0.05. In the above table, it is .000. Therefore, the result is significant.

F-ratio: It represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. A value is greater than 1 for F-ratio yield efficient model. In the above table, the value is 485.318, which is good. These results estimate that as the p-value of the ANOVA table is below the tolerable significance level, thus there is association between satisfaction and Responsiveness and information.

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Table 9: Coefficients

Model	Un standardized coefficients		standardized coefficients	T	Sig	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1. (Constant)	.457	.114		4.021	.000	.232	.681
information	.538	.034	.597	15.947	.000	.471	.605
Responsiveness	.349	.030	.441	11.775	.000	.291	.408
a. Dependent variable: Satisfaction							

Primary Source

Independent Variable	Sig Value	Hypothesis Testing Result at 95% confidence interval	Interpretation
Information	0.000	Null Hypothesis rejected (0.000<0.05)	The significant changes in satisfaction due to information available about the product contained in the particular mobile application. With 1% increase in information, satisfaction will be increase by 0.538%
Responsiveness	0.000	Null Hypothesis rejected (0.000<0.05)	The significant changes in satisfaction due to information available about the product contained in the particular mobile application. With 1% increase in information, satisfaction will be increase by 0.349%

Conclusion

Consumer perception and customer satisfaction plays important role in marketing arch; it's very difficult to understand consumer attitude/perception towards choice of online and offline purchase and measuring the satisfaction level. Many researchers found that in consumer perception and opinion differs based on the situation. This paper studied about customer satisfaction with the e-services providers, result shows that its based upon their convenience, offers and timely delivery makes consumer happy. Satisfied customer purchase their needy products through online if they are dissatisfied they use to switch from online to offline store where they previously purchased. satisfaction leads to recommend shops to friends, relatives and to others i.e. Positive words of mouth. This study finds out that consumer prefer online shopping or mobile app for customised services, personalised services, proper pricing policies, good product quality and maintain timely delivery. The high uncertainty and advancement in technology end result become challenges for the customer to select the product from the wide range of products available.

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