

Facilitating and Limiting Factors Associated with Mobile Marketing

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ABSTRACT

In light of current developments, mobile phones, and particularly smart phones, have emerged as the primary means of communication. Companies now include the mobile channel into their marketing communication and campaigns as a result of the proliferation and complexity of mobile communications. Because of this, mobile marketing has emerged as a powerful alternative to more traditional kinds of marketing communication, used by businesses to spread the word about their products and services and increase brand recognition and sales. In addition, the mobile channel shouldn't be seen as a replacement for other established methods of communication but rather as a complementary addition. A conceptual framework has been established to assist marketers in assessing the relative merits of various communication channels, therefore easing the process of planning for integrated marketing communication. This report also evaluates case studies of effective mobile marketing communication in an effort to understand the factors that contributed to either a positive or negative outcome. The findings showed a favorable correlation between consumer characteristics and mobile users' inclinations to take action.

Key Words : Integrated marketing communication (IMC), Mobile marketing, Campaign designing

INTRODUCTION

The advent of mobile marketing has been heralded as a paradigm shift in the marketing industry and has opened up new doorways for firms to flourish. Mobile marketing allows businesses to connect with consumers instantly, regardless of their location, and at a cheaper cost than with more conventional forms of advertising. Because customers in India have their phones with them at all times and can use them to get information anywhere, anytime, mobile marketing is a fantastic potential for businesses in the country.

Businesses now have more ways than ever to reach out to new and existing clients because to the widespread availability of the Internet and subsequent advances in mobile technology. Companies now use a wide variety of marketing communication channels, and as these

channels emerge as a result of advances in information and communication technology, they are increasingly being integrated into a cohesive whole. The prevalence and importance of mobile communication is quickly expanding. There are already over 3 billion mobile users throughout the globe, and this number continues to rise (Wireless Intelligence, 2007). Better connections are possible than ever before because to advancements in mobile networks and infrastructure, and mobile devices are more capable and user-friendly than before. Since this is the case, mobile communication is quickly replacing traditional channels. Because of developments in high-speed wireless network technology and the widespread use of mobile phones and other mobile devices, the mobile channel is poised to become more important and lucrative for advertisers.

The promotion of products, services, and ideas via

mobile marketing may supply clients with timely, location-specific data. Mobile marketing, as defined by Altuna and Konuk (2009) and Plavini and Durgesh (2011), is the practice of directly reaching out to a target audience via the use of wireless technology in order to disseminate information about a product or service. As Carter (2008) put it, “mobile marketing is the systematic planning, implementation, and management of a mix of commercial activities designed to bring together customers and sellers for the mutually beneficial exchange or transfer of goods.” The target audience’s mobile phones will be the primary point of interaction.

Both new marketing possibilities and threats arise with the advent of novel technologies. For instance, mobile media may be used for one-on-one, group, and global conversations. Smartphones and other mobile devices have made instantaneous, constant contact much more accessible. But the technology behind these gadgets, which facilitates marketers’ one-on-one interaction with customers, is always developing.

The term “catalyst” describes the role marketing has had in the expansion of economies. Both consumers and business people are intrigued by marketing communications. The continuous globalization of the international economy is a symbol of the present. Multinational corporations’ (MNCs’) share in global production, investment, and trade flows has grown significantly in recent years, making them significant movers in the global economy. This phenomenon warrants more investigation and clarification so that its impact on enterprises throughout the world may be better articulated. This study aims to shed light on and show the development of marketing communication in response to advances in technology. The paper employs a qualitative, exploratory research approach to its investigation. The purpose of this article is to conduct an internal research project to investigate the influence of recent developments in marketing communication on the economies of the Czech, Danish, Latvian, Montenegrin, Romanian, Russian, Slovak, and Spanish markets. The purpose of this study was to investigate and improve the function of marketing communication.

Literature review:

Jan *et al.* (2022) At the moment, everyone is frustrated by the constant barrage of unsolicited commercial text messages. What percentage of them are really useful to us? When compared to how many

others, how many really catch our eye? This moral conundrum is difficult because it calls into play a wide range of ideals, some of which may be at odds with one another. In order to quantify this problem of unethical distribution of promotional SMS to the client, this research analyzes the function of ethical and permission-based mobile marketing. One independent variable (approval of the mobile ad) and five independent ones (ethical, trust, perceived control, real control, and perceived utility). To put this theory to the test, we employed a 7-point Likert scale questionnaire and polled 150 people who own mobile phones in order to analyze the results in STATA 14.2. The study’s empirical findings show that ethics and trust are significantly linked to people’s openness to mobile marketing. Interestingly, the acceptability of mobile marketing is less affected by real control of SMS received than by the perception of control. In order to attract more consumers, marketers should utilize the study’s results to design an efficient and selective marketing plan based on the needs of those customers rather than using aggressive push marketing strategies.

Gina Talaat Mordi and Gamal Sayed Abdel Aziz (2022) Marketing strategies are now being rethought in light of the technological advancements available. With the objective of disseminating their marketing messages, businesses are always on the lookout for cutting-edge communications and other marketing solutions. To investigate and give a comprehensive framework for the influence of numerous constructs on consumers’ attitude that affects their behavioral intentions towards mobile phone apps, the unified theory of acceptance and use of technology (UTAUT) model and its expansions were employed. Three hundred twenty-four Egyptian app users provided usable data. Results show that the association between consumers’ performance expectations, effort expectations, and enabling conditions and their perspectives on mobile phone apps is unaffected by any of the categorical moderators (age, gender, and experience). Consumers’ sentiments about mobile phone applications are favorably impacted by performance expectation and effort expectancy, but facilitative circumstances were shown to be unimportant.

Wan Mohd Hirwani Wan Hussain, Norzalita Abdul Aziz (2022) Companies of all sizes, from startups to multinationals, are taking notice of the expanding prominence of mobile marketing in business. This paper’s goal is to examine the research done on the subject of “mobile marketing” between the years of 2010 and 2020.

In order to learn more about mobile marketing, this research might serve as a benchmarking analysis. In all, 373 papers from the over 20,500 journals in the Web of Science database were examined. This research took into account the most prominent and often referenced academic publications, institutions, nations, and academic journals. This research may provide as a snapshot of where the field of mobile marketing strategy and practices stands at the moment. Future researchers may use the methodology used in this study as a blueprint for how to approach mobile marketing research using visualization techniques.

Angela Madan and Mihai Ioan Rosca (2021) Businesses and its communicators have had to adapt to new problems in the 21st century. Because of developments in technology, more internationalization, and a more interconnected world, marketers now have access to novel channels of communication and expanded possibilities. Due to the Internet and technological advancements, businesses now need to communicate with their customers in two ways: online and offline. One of the main goals of this study is to define and analyze emerging channels of marketing communication. An exploratory approach was used for this study to determine the impact that recent developments in marketing communication have had on businesses. There are three distinct sections to this study. The primary focus of the research is on the effect that marketing discourse has. The second section provides an analysis of a novel method of marketing communication, and the third section discusses current developments in this field throughout the globe. Depending on factors like cultural norms, level of economic development, and population openness to change, the rapid pace of technological advancement has left its imprint on marketing communication. The study's key takeaways are that the influence of marketing communication is an important value in contemporary society and that businesses must adapt to contemporary market trends as a result of the transfer of marketing communication. In order to reach customers all around the globe, businesses must adopt new technology into their marketing communication strategies. The article's primary contribution is a description of the evolution of marketing and public relations communication as a result of the proliferation of information and communication technology in a variety of nations during the last several decades. There is a need for articles like this one in the marketing literature, and this one fill that need. The

introduction of new technology brings with it both possibilities and difficulties for the marketing industry.

Dwivedi (2021) The broad use of the internet and social media have influenced shifts in both consumer behavior and business strategy. Incorporating social media and digital marketing strategies may help businesses save costs, build brand awareness, and increase revenue. However, there are significant challenges, such as intrusive brand presence online and poor electronic word of mouth. Here, we've compiled the insights of many recognized authorities on pressing issues in digital and social media advertising. The opinions of the experts are discussed in depth, and topics such as artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, business-to-business (B2B) marketing, electronic word of mouth, and ethical concerns are just a few of the many that are touched upon. By identifying the limitations of prior research, defining research gaps, and proposing questions and hypotheses that might help further our knowledge in the subject of digital and social marketing, this study presents a significant and timely contribution to the literature.

Objectives of the study:

1. To analyse Facilitating and Limiting Factors associated with Mobile Marketing Communication.

METHODOLOGY

This research relies on a quantitative approach. The researcher may more easily determine the market, respondents, data collecting technique, statistical analysis procedure, assessment of study results, and the generalize ability of outcomes while conducting a study of this quantitative character (Wang, 2019). Adaptation of a study topic is often required when applying it to the environment and culture of a developing country. Primary data and secondary data were acquired for the research. Researching previous research on the same issue is an example of secondary data collection. A questionnaire plus a plan for disseminating it electronically (through Facebook) and in person I constitute the data gathering approach known as a structured survey. One hundred people participated in pilot research.

The 7-point Likert scale survey has been simplified and streamlined for responders' convenience. A total of 130 completed and returned questionnaires were used in this study, of which 103 provided usable information. The whole data gathering procedure took a month (from

December 1, 2021 to January 2, 2022). For statistical analysis, the gathered information is inputted into STATA 14.2.

RESULTS AND DISCUSSION

The data is divided in half for analysis. We began by using the social sciences statistical program STATA to do a descriptive analysis of the study's demographics. The respondents' gender, age, level of education, marital status, income, and residency status, as well as whether or not they own their houses or flats, were among the primary topics of six of the survey's questions. The sample population consisted of 66% males and 34% females. Female responders might be hard to come by in the conservative city of Abbottabad. Because permission-based mobile marketing is a key issue for the younger generation, the bulk of responders were in that age range (20-24). One-third of the respondents in the sample were college graduates, while another quarter were Ph.D. holders. A majority (70%) of the population sample was employed full-time, and 64% of respondents were married with children. You can see the demographic analysis findings in the Table 1 :

Second, the study goals and hypotheses are discussed in relation to the statistical analysis. The statistical analysis of the study's data was performed using a regression analysis technique. To start, we used the reliability test to look at the Cronbach alpha values that

were retrieved from the construct to ensure its consistency.

The internal consistency between items should be at least 0.70 according to the Cronbach alpha rule of thumb (Hair *et al.*, 2006). The analysis found that all of the retrieved values of Cronbach's alpha were more than 0.70, indicating strong internal consistency amongst the various constructs.

SPSS is one of the instruments used in the study's statistical analysis (Statistical package for social studies). Statistics from surveys on respondents' demographics, behaviors, and attitudes have all been analyzed using SPSS.

Considerations for predicting future behavior include:

- i) Interest and acceptability.
- ii) Active involvement and usage.
- iii) Security and privacy concerns.
- iv) Prefer internet via mobile phone

The following variables and a wide range of customer demographic characteristics have been put through a correlation study.

Since the significance level of the test, sig (2-tailed), is more than 0.05, there is no association between sex and mobile marketing purchases.

If the value of sig (2-tailed) is less than 0.05, then there is a link between age and mobile marketing consumers' purchasing habits .

The research found that there is a positive

Table 1 : Demographics of the Study

Demographics		Frequency	Percentage	Total
Gender	Male	67	66%	100%
	Female	34	34%	
Age	17-21	14	14%	100%
	22-26	24	24%	
	27-31	20	20%	
	32-36	20	20%	
	37-Above	22	22%	
Education	Intermediate	4	4%	100%
	Bachelor	36	36%	
	Master	22	22%	
	M. Phil	12	12%	
Marital Status	Single	64	64%	100%
	Married	37	37%	
Income	Less than 40,000	58	58%	100%
	40,000- 80,000	33	33%	
	80,000 or above	10	10%	
Live In	Home	70	70%	100%
	Apartment	31	31%	

Table 2 : Descriptive Statistics

	Mean	Std. Deviation	N
Factors	2.14	1.101	100
Gender	1.27	.446	100

Table 3 : Correlations

		Factors	Gender
Factors	Pearson correlation sig. (2-tailed)	1	.046
	N	100	.652
Gender	Pearson correlation sig. (2-tailed)	.446	100
	N		100

Table 4 : Descriptive Statistics

	Mean	Std. Deviation	N
Factors	2.14	.101	100
Age	1.75	.957	100

Table 5 : Correlations

		Factors	Gender
Factors	Pearson correlation sig. (2-tailed)	1	.225
	N	100	.024
Gender	Pearson correlation sig. (2-tailed)	.225*	1
	N	.024	100

relationship between trust (= 0.2235) and openness to mobile advertising (t = 5.45, P = 0.000). Since a 1% increase in trust variables increases the acceptability of mobile advertisements by 23%, the p-value of trust is statistically significant at 0.235. Findings from the research point to the need for companies to foster a trustworthy atmosphere in order to maximize the impact of SMS-based mobile advertising. Therefore, H1 was chosen as the correct hypothesis, while H0 was rejected.

With a coefficient of = 0.136 and a significance level of 0.000 for hypothesis H2, the data support the idea that real control influences people’s openness to mobile advertising. According to the data, there is a positive

correlation between perceived control and openness to mobile advertising. Mobile advertising is more accepted when users have a greater say over what they see. The empirical findings indicate that consumers would rather receive promotional SMS messages than mobile advertisements, suggesting that businesses should give customers more agency in this area. There is a statistically significant positive correlation between perceived control and good attitudes about the mobile ad.

There is a positive and significant relationship between the degree of perceived control and the degree to which mobile advertising is accepted (0.441, p = 0.000). The research found that a rise of only 1% in self-efficacy led to a 44% rise in tolerance for mobile advertising. Because the P-value indicates a very significant correlation, we may conclude that H3 is correct and reject the null hypothesis.

The perceived utility of mobile advertisements is positively related to their acceptance with a significant p-value of (0.25) and a large effect size (p = 0.000). The findings revealed that a 25% rise in acceptability of mobile advertising was associated with a 1% rise in the perceived utility of mobile advertising. To boost the likelihood of mobile advertising’s acceptance by its target audience, the firm should focus on improving the ad’s perceived usefulness. The P-Value indicates a very strong correlation; thus, we may conclude that H4 is correct and reject the null.

The research found that people are more receptive to mobile ads when they include promotional material with a focus on ethics. The research found that ethical considerations had a positive and significant effect (= 0.560), with a p-value of = 0.001 and a t-value of 9.40, on the reception of mobile advertising. According to the beta coefficient, there is a 56% increase in the acceptability of mobile advertisement for every 1% increase in ethically based promotional advertising that happens with the agreement or cooperation of customers. Consistent with the results of this investigation, we may

Table 6: Regression Analysis

Determinants	Coefficients	Std. Err.	T-Values	P>t	[95% Conf. Interval]
RUST	0.235	0.0413	5.45	0.000	0.316 0.1442455
AC	0.136	0.0399	11.02	0.000	0.362 .5193656
PC	0.441	0.0417	3.25	0.001	0.054 .2178503
PU	0.250	0.0399	6.26	0.000	0.172 .328327
ETHICS	0.560	0.0399	9.40	0.001	0.345 .0224362
_cons	4.35e-09	0.0370	0.00	1.000	-.073 .0727094

conclude that Hypothesis 5 is correct.

Conclusion:

The mobile device of a customer is constantly with them and always connected. A business may reach its customers at any time, from any location, by using a mobile communication channel. Models used in this research are an improvement on those used before to aid in making decisions about mobile marketing campaigns. However, we are hampered in our ability to make compelling arguments by the little information provided by published case studies. Due to the novelty of the trend in which enterprises utilize mobile phones for marketing communication and the fact that mobile phones have only recently been extensively employed in marketing communication, there were few case studies available. However, more nuanced and targeted ideas are required to explain why and how mobile phones may be integrated into a commercial communication strategy. More data and many more case studies are required to advance these hypotheses. The majority of mobile adverts delivered to consumers go unnoticed and unread, defeating the aim of mobile marketing. Customers are more receptive to commercials when they feature brands and products that they already know and like. Last but not least, marketers need to make sure their present and future consumers aren't annoyed by the number of mobile ads they get, and that those ads are helpful.

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