

**A Descriptive Study of Impact of Mobile Marketing on Consumer behavior in India.**

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**Abstract:**

The collaborative, smartphones, and networks is known as mobile marketing. as marketing through smartphone. Customers are provided, personalised, services, and ideas through mobile marketing. other forms of electronic advertising, graphic, mobile marketing delivery channel. The second is search engine marketing, This qualitative study aims to define the concept and types of mobile marketing, to assess behaviour in India..

**Key words:** Mobile Marketing, Consumer behavior, Impact

**Introduction:**

marketing done PDAs. Mobile features or frequently visited locations. Mobile method of promoting personalised goods or services to a user who is always connected to a network via their mobile device.

downloaded apps with push notifications, mobile web sites, or device. Users can be alerted by marketing, like electronic advertising, employs text, graphics.

According to Morgan Stanley Research, the number worldwide has increased from 1100 million in 2007 to 1700 million in 2015. According to E-Marketer, mobile advertising. previous, digital, and worldwide, mobile was \$173.2 million in 2015 and double to \$346.5 million year. This equates to 29.5 percent or 4.9 percent of total media budgets.

**Methodology:**

The study is qualitative and descriptive in nature, and for the purposes of this study, secondary data were primarily used. Secondary data were gathered from e-journals on various websites, research papers, various reports, and newspaper articles published online.

**TYPES OF MOBILE MARKETING:**

**SMS MARKETING**

The have also advocating use the mobile channel. rapidly Asia. Mobile short codes have become increasingly popular for communicating with mobile consumers in recent years.

Brands mobile short codes as mobile domain names, allowing, in-store, or via can be for example, for example, 757 772 8555). which a variety of applications including campaigns Long numbers are also non-premium inbound numbers.

One critical provisioning principle require a double opt-in from the consumer

### **MMS MARKETING**

can be understood by MMS mobile marketing. MMS is used to deliver Almost all new color-screen phones messages. Brands can also sponsor peer-to-peer messages in some networks (person-to-person).

### **PUSH NOTIFICATIONS**

Apple smartphones in 2009 Notification Service. In 2010, Google released Messaging, or C2DM, for Android devices. In 2013, Messaging, as GCM. Google, improving, adding new API endpoints and messaging parameters, and removing restrictions on API send-rates and message sizes. notification that appears device. It is the the client or user's intervention. They appear to be SMS notifications, only received by users who have differ between users.

### **APP-BASED MARKETING**

App usage has increased significantly as widely used. , mobile marketers have increasingly used smartphone apps resource. Marketers will strive to increase an app's visibility, which will result in more downloads. Marketers can ensure a significant increase in downloads by improving the placement of app usage. This enables direct interaction, payment, and targeted advertising.

The current surge growth is heavily reliant on the wise application of technology, and Mobile one such technology that is assisting various has increased at an astounding rate in recent years. Most businesses have gradually but steadily recognised the potential increase collaboration target customers.

### **BLUETOOTH**

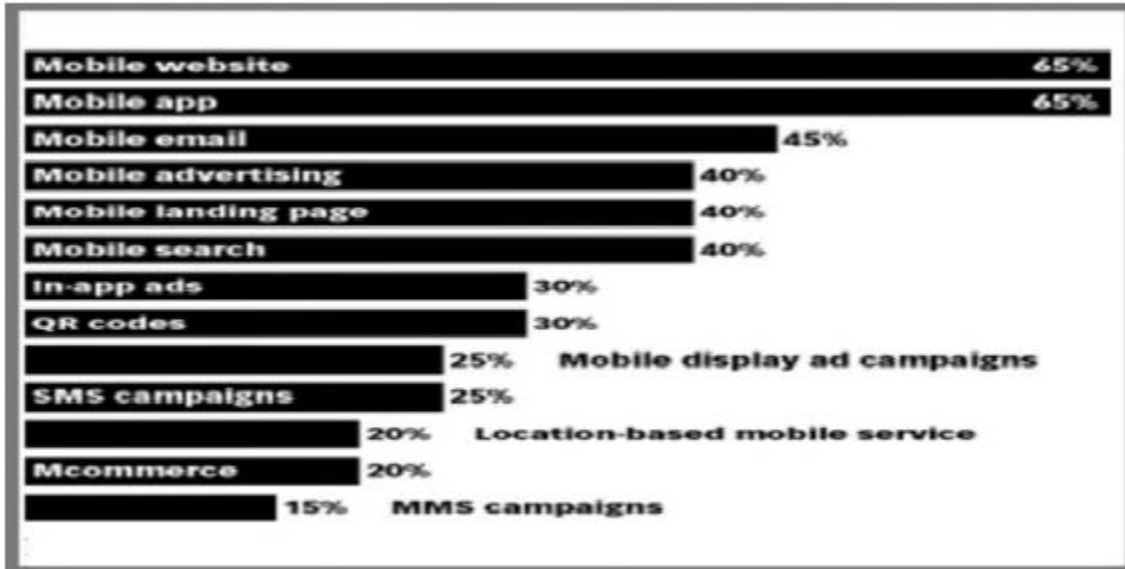
for convenient and secure connectivity for a growing number of devices and services. Bluetooth wireless technology.

Bluetooth usage became popular around 2003. Most businesses provide "hotspot" systems, which combine. This being permission-based, having faster transfer speeds, and being that cannot be metered or billed. The Ambie Sense project's context tag was most likely the first (2001-2004). Tata Motors recently India's largest for its Sumo Grande brand.

### **Key findings:**

### **USAGE OF M OBILE M ARKETING IN INDIA**

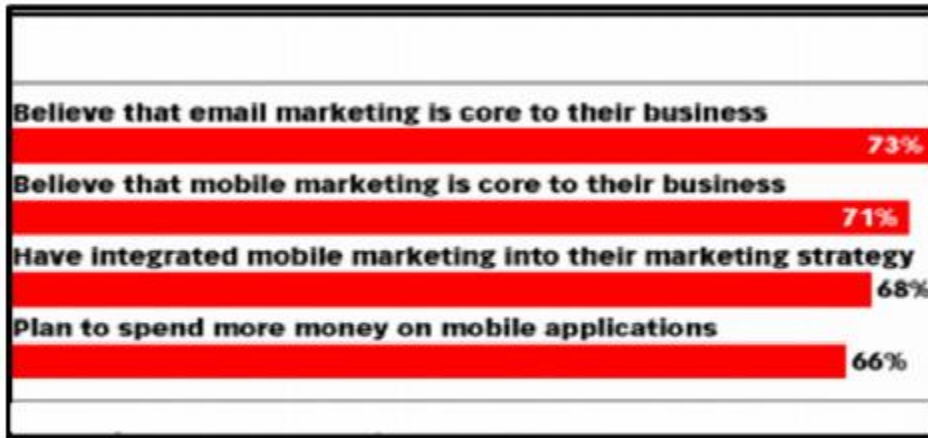
**Figure 1:** Mobile Marketing Tactics Used by B2B Marketers Worldwide, May 2015 (% of respondents)



Source: Regalix, 'State of B2B Mobile Marketing 2015,' June 9, 2015 [www.eMarketer.com](http://www.eMarketer.com)

**Figure 2:**

**Attitudes toward Mobile Marketing among Digital Marketers in India, Sep 2015 (% of respondents)**



Source: eMart Solutions, 'Channel Loyalty Study 2015: Building and Nurturing Channel Relationships,' Oct 29, 2015

## IMPACT OF MOBILE MARKETING

The Consumer Decision-Making Process consists of five steps which are:

1. Need recognition
2. Information search
3. Evaluations of alternatives

#### 4. Purchase behavior

#### 5. Post-purchase behavior

**Figure 3:**

Consumer Decision Making Process



Source: <http://erenkocyigit.com/effects-mobile-marketing-consumer-decision-making-process/>

#### 1) Need Recognition Stage:

Each consumer's decision-making they recognise that need for something is confronted with an state, need recognition occurs. his is an important stage for marketers because they can design by attempting need and causing consumers to seek out.

Marketers attempt imbalance/consumer need generate a desire. How is a desire created? It is created of marketing efforts that lead consumers to recognise that unmet need. tools for marketers of these marketing efforts, thanks to advances in mobile technology.

Marketers can at any time, web, technology. Furthermore, mobile technology enables their customers' needs. , mobile marketing messages can serve as external cues, assisting consumers in recognising a need and initiating a decision-making process that may Marketers' job in experiencing.

For example, receiving along with begin the gift-buying process.

#### 2) Information Search Stage:

After determining a want or a need, conduct for various alternatives that can purchase to need. searches are both possible. An involves using information from memory, such as previous experiences and/or service. An gathering information from outside sources such as family and friends, public resources, radio and television advertisements, digital and mobile advertisements, Within these channels, mobile marketing has emerged as tools use in influencing stage. Because mobile technology makes it easier information,.

#### Importance of Mobile Technology on Information Search Stage:

Mobile services, particularly mobile internet, can provide wide range of information about products and services.

In comparison channels such as radio, television, provides the convenience of accessing and sharing information, which is why are critical for marketers who an impact on consumers', can be very effective when used in relevant mobile consumers who are penetrating information and seeking to fulfil their needs.

### **3) Effects of Mobile Marketing in Alternatives Stage:**

After identifying a need, consumers conduct information research and develop set known as the evoked set. They evaluate the alternatives decision. When making a final decision, consumers consider the various attributes of service, location. Mobile technology in the alternative evaluation stage, To begin with allow while in physical stores.

#### **Importance of Mobile Technology on Evaluation of Alternatives Stage:**

Traditional physical shopping environments have limitations, such as available product alternatives and the difficulty of comparing the product alternatives. The inability products limitations of the online 54 shopping environment. customers to aspects of shopping environments shopping experiences. , smartphones are an extremely.

### **4) Purchase Stage:**

After weighing their options, consumers make a final decision and purchase the product/service of their choice. Although previous have already influenced the purchase decision, marketers influence while also ensuring that is simple and enjoyable for the customer.

Marketers mobile technology during . purchasing experience of consumers by 55 making product ordering, purchasing, and payment more convenient. advancements may save consumers.

#### **Importance of Mobile Technology on Purchase Stage:**

customers' previous behaviours have a better chance of influencing . This is due to the fact that most consumers progress to by leaving traces such as conducting a search, adding a product to the basket and leaving it, or commenting on a product page.

### **5) Post-Purchase Stage:**

makes a decision, he or she expects to be satisfied with the outcome. If his or her expectations, he or she may be disappointed. At marketer may have missed an opportunity to turn this customer into a loyal user. , astute marketers ensure that their customers are not experience.

Similarly, mobile technology is important for marketers at the post-purchase stage.

Mobile services have the potential to improve post-purchase customer service experiences. Customers, for example, can receive updates on orders for items purchased. Furthermore, improving customer service by delivering more interactive content (e.g., images, video) to 56 consumers regardless of their location.

### **Importance of Mobile Technology on Post-Purchase Stage:**

advance ostensible benefits (convenience, savings, and instant communication) and reduce perceived risks (performance risks, financial risks, and time risks) for consumers, potentially leading to more acceptable post-purchase experiences. Cognitive dissonance is the inner conflict feels when they recognise an inconsistency between their behaviour, values, and opinions.

### **Conclusion:**

research, mobile phones are now much more prevalent in the lives of ordinary people and can serve as an a stand communications. Marketers now have the opportunity to reach newer markets and customer target segments, where it was previously extremely difficult and expensive to conduct effective marketing activities. It is reaching far deeper into the Indian population than a PC/laptop ever could. Companies should prioritise one-on-one marketing target the right type of customer, increase sales, and raise brand awareness. All efforts should be made to better involve the customer, and for this, the limiting 57 factors and barriers must be identified, detached, and minimised.

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