

Growing Trend of Mobile Marketing in Online Shopping

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Abstract

The present paper focuses on the growing trend of mobile commerce in online shopping. The trend of mobile commerce is gaining momentum as the consumers are shifting their interest from laptop and PC's to the mobile devices. Consumers are very keen to shop through mobile device as it provides easy and convenient way to carry their online shopping. It is easy to order online through mobile device so consumers are very interested in it.

Keyword: Mobile commerce, online shopping, mobile device.

Introduction

Result from the Adobe 2013 Mobile Consumer Survey, show that consumers are using their smartphones and tablet devices to connect with brands in a variety of ways, and they are increasingly moving back and forth between different devices and form factors. Mobile is a unique channel, with different requirements for smartphones and tablets, and this channel must be integrated into the overall marketing mix. It is imperative that businesses understand who their mobile consumers are, how they access sites or apps, which devices they use, and what their expectations are for a positive experience. By understanding the consumer through analytics and measurement, businesses can optimize their mobile channel to enhance their online presence, engage better with their customers, and achieve business objectives.

According to PayPal Express Checkout Conversion Study, Comscore, 2011, Mobile devices are being integrated throughout the purchase process but consumers have strong preferences for which device they use at various stages. Among those who own multiple devices, more than one-third of purchases are started on one device and completed on another: PCs are still the preference for the actual purchase while phones and tablets are more likely to be preferred for shopping. Smartphones lead to more impulse purchasing, and increase price scrutiny as they enable consumers to purchase from online retail vendors while in a physical retail store – pitting physical retailers against online retailers in a dual of immediacy and accessibility vs. price. Overall there are high levels of satisfaction with purchasing via mobile devices and both single and multi-device shoppers report increased reliance on mobile commerce in the future. Mobile shopping and commerce is going on throughout the day but has its own distinct “primetimes” for activity based on the device.

The smartphone is the mobile device, and 85% of consumers consider it a central part of their lives. Meanwhile, 54% of consumers also say that sites optimized for that central device don't provide enough content. People who own both a tablet and a smartphone vs. those who own only a smartphone perform a greater variety of activities on their mobile devices. They also place more significance on access to content and a seamless experience between. In short, these power users do more with their devices and have higher expectations for brands to meet. This chart lists various mobile activities, then

the percentage of those who report doing that activity on a mobile device in the past six months, based on whether they own only a smartphone or both a smartphone and a tablet (Mobile Behavior Report, 2014).

A report by Mobile Marketing Association, 2014, indicated that as the role of mobile grows, marketers are experiencing a seismic change in the way consumers search, shop, pay, play, communicate, consume and receive information. Mobile is affecting every stage of the path to purchase, and is clearly developing as one of the most effective platforms to inspire a desired action from the consumer. The omnipresence of mobile means that this device play an intimate role in consumer lives, blurring the physical and digital worlds. And as mobile technology rapidly changes the face of commerce, marketers have to keep up with the growing needs of their customers and use the mobile channel effectively – to engage with their customers, entertain them, discover what they want and are willing to pay for, and inform and influence them at the point of decision.

Literature Review

According to Md.Shahidul Islam Sheikh, 2006, “Mobile Commerce- The use of M-commerce by customers today” suggested that mobile commerce refers to the ability to conduct wireless transaction using mobile applications in mobile devices. The adoption rate of m-commerce will increase based on ease of its use. Regarding the buying process of m-commerce, a variation on a more traditional e-commerce model will develop.

Sebastian W. Janssen, 2009, “Mobile location based services: Barriers to and factors influencing the adoption of location sharing on mobile devices” state that a surprising fact is that the construct ‘Perceived Usefulness’ did not prove to be a significant influence of Usage Intention in the model generated in regression analysis. This is surprising, because it was suspected to be one of the strongest predictors of Usage Intention, as it was in each of the separate eight models of which the UTAUT model was constructed. A possible explanation would be that sharing locations on a mobile device is not yet recognized as a value adding activity in the form of task performance. One can imagine that location information could be of great value in commercial or organizational context, but it seems that in a consumer context the most important factors are not the usefulness of a service, but rather the enjoyment and ease of use one perceives when operating such a service.

E.W.T. Ngaia and A. Gunasekaran, 2005, “A review for mobile commerce research and applications” suggest that M-commerce has attracted the attention of both practitioners and academics. In particular, research activities on m-commerce have increased significantly after 2000. We believe that m-commerce is becoming increasingly pervasive. This paper identified 149 articles on m-commerce published between 2000 and 2003. Although this review does not claim to be exhaustive, it does provide a reasonable amount of insight into the state of the art in m-commerce research. We have examined other review articles on m-commerce, but none has presented a comprehensive review and analysis of m-commerce. Support and collaboration in B2B m-commerce among the members of a supply chain can be facilitated by mobile devices. There is no need to call a partner company asking for someone to find certain items in the supply chain. A cross-industry group can use such support from m-commerce devices to achieve better collaboration along the supply chain.

In a research by Bolor Amarsanaa and Joshua Anjorin, 2012, “Mobile Marketing: Study of ICA – Correlation between mobile marketing and customer loyalty” mobile marketing is seen by them as a

means to increase customer satisfaction and an area for future investment. They all possess inside information and have given us essential information as to the validity of our discussion. If anyone knows if their investment in mobile marketing has paid out it is them. However, we need to question the degree of reliability in the information they have given us since it might be a matter of self-fulfilment. It is in ICA's self-interest to spread good news about their company to the public. In some cases this is also relevant on personal levels since some people have jobs attached to the concept of mobile marketing and thus hope that it is successful.

According to a research by Sankar Srin, 2012, "Hybrid Mobile Application Development Approaches" The proliferation of mobile platforms and technologies, along with the evolution of smart devices, provide plenty of opportunities for compelling applications. In addition to the advancements in mobile technologies, the user interface is becoming the paramount factor in defining the adaptability of the mobile application. The key expectations of a mobile application are multifold, and include cost effectiveness, a single code base to work across multi platforms, an outstanding UI and faster delivery cycles.

Rahul Jha, "Mobile agents for e-commerce", the findings suggest that the emergence of e-commerce applications has resulted in new net-centric business models. This has created a need for new ways of structuring applications to provide cost effective and scalable models. The number of people buying, selling, and performing transactions on the Internet is expected to increase at a phenomenal rate. However, the potential of the Internet for truly transforming commerce is largely unrealized to date. Electronic purchases are still largely non-automated. While information about different products and vendors is more easily accessible and orders and payments can be dealt with electronically, a human is still in the loop in all stages of the buying process, which adds to the transaction costs.

Kiseol Yang Hye-Young Kim, 2012,"Mobile shopping motivation: an application of multiple discriminant analysis", the findings suggest that Retailers have an opportunity to examine their mobile shopping functions and features and seek to position them as push factors to drive consumers to shop in the mobile channel. Based on the study results, mobile shopping services/applications need to be designed and positioned with various consumer motivations in using a new shopping channel. Idea, efficiency, adventure, and gratification shopping motivations are suggested as main mobile shopping motivations for the current mobile shoppers. Mobile shopping service features that designed with those shopping benefits will gain popularity among the current mobile shoppers and motivate the potential mobile shoppers to use the services.

Antoine Lamarre¹, Simon Galarneau, 2012, " Mobile Marketing and Consumer Behaviour Current Research Trend", results present that the field is still in an emerging stage because most of the articles that dealt with Consumer Behavior were classified under the Acceptance & Adoption sub-category. We expect that as the research field will become more mature, we will see a transition of research from adoption of mobile marketing towards loyalty and satisfaction. The results also indicate that research is rather limited in terms of the technology involved. Considering the industry's interest for newer mobile marketing innovations like Bluetooth, Near Field Communications (NFC), location-based services using GPS, it is a surprise that these articles mostly focused on mobile advertising with SMS or MMS technologies. Of the 126 articles reviewed, only one focused on Bluetooth technology.

Gemma Roach, (2009),"Consumer perceptions of mobile phone marketing: a direct marketing innovation", the innovative nature of the mobile phone, and its recent application as a direct medium

for marketing communication, it was hypothesized that a consumer's perception of three innovation attributes and their level of involvement with their mobile phone would influence their intention to adopt this new form of direct marketing. The research findings confirmed three out of the four hypotheses tested, with strong support found for the effect of relative advantage and compatibility on the consumer adoption decision.

Conclusion

The trend of mobile commerce is gaining momentum as the consumers are shifting their interest from laptop and PC's to the mobile devices. Consumers are very keen to shop through mobile device as it provides easy and convenient way to carry their online shopping. It is easy to order online through mobile device so consumers are very interested in it. Some research findings show that people start their day with mobile (by switching alarm clock) and end their day with mobile (late night chatting with friends).

So it can be concluded that mobile device is becoming an integral part of people. The retailers and marketers need to focus their strategies on sales through mobile devices like sending personalized message or e-mail, through applications etc.

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