

Mobile Marketing: Upcoming marketing tool for Entrepreneurs

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Abstract

The Bhartiya market is changing overnight. The reforms taken by the current UPA government regarding bold decisions like demonetization in November 2016 and forthcoming launch of GST on 1st July 2017 is changing the market facade in BHARAT. Latest innovation in technology is dictating the market and the youth of the country Bharat popularly called as India is depending on the technological reforms. The youths are enlisting themselves in rapid growing and developing technology and are very much adaptive to the change, thus, having complete dependency on the e-gadgets like smartphones, laptops, iPads and the like.

*This change is forcing the COF (Company Organization Firms) and marketers to use this tool through which they can sell their provices (**products + services**) and penetrate in the hands of the smartphone users by just launching mobile apps. The launching or developing of mobile apps is the market where almost all enterprises and rising entrepreneurs are keeping eye and want to capture good market share using this tool of mobile marketing.*

This study has tried to explain the usage and awareness of Mobile marketing as an upcoming tool for entrepreneurs based on the responses of the general public using mobile or smartphones.

Keywords

Mobile Marketing, Entrepreneurs, Apps, Internet, COF, Provices

1. INTRODUCTION

The near future holds an approach of enhanced focus on technology at an accelerating pace and hence an improvement in service quality enhancement. (Sohail & Shanmugham, 2003). This change is forcing the COF (Company Organization Firms) and marketers to use this tool through which they can sell their *provices* (**products + services**) and penetrate in the hands of the smartphone users by just launching mobile apps. The reforms taken by the government and the bold decisions like

demonetization in November 2016 and approaching of GST on 1st July 2017 is changing the market facade in *BHARAT*.

The *Bhartiya* market perceives change overnight. The launching or developing of mobile apps is the market where almost all enterprises and rising entrepreneurs are keeping eye and want to capture good market share using this tool of mobile marketing. The results pertaining to influence the level of customer experience revealing the effects of design, security, speed, and information content

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on customer satisfaction were significantly higher in the high experience group. (Shaikh & Karjaluoto, 2015).

In nutshell, the increasing demand of marketing through mobiles/ smartphones is future for all the COFs. Latest innovation in technology is dictating the market and the youth of the country *Bharat* popularly called as India is adopting the technological reforms. In a fast growing economy like *Bharat*, where everything is growing at fast speed, technology plays a revolutionary role. With the growth of mobile technology, mobile marketing has sparked an IT base revolution among rising entrepreneurs.

The entrepreneurs now need not to advertise in traditional form like making billboards, floating pamphlets' in newspapers or struggling for video ads but just can create a mobile app and launch it through play store or position it on various portals, thus gain popularity and awareness in the minds of consumers. This modern form of mobile marketing is not only cheaper but also builds one to one relationship with the customer, raising the CRM (Customer Relationship Management) for the entrepreneurs.

2. STATISTICAL VIEWPOINT

In 2014, nearly 75% (2.1 billion) of all internet users in the world (2.8 billion) live in the top 20 countries. The remaining 25% (0.7 billion) is distributed among the other 178 countries, each representing less than 1% of total users. China, the country with most users (642 million in 2014), represents nearly 22% of total, and has more users than the next three countries combined (United States, *Bharat* (India), and Japan). *Bharat* is with the lowest penetration: 19% and the highest yearly

growth rate. At the opposite end of the range, United States, Germany, France, U.K., and Canada have the highest penetration: over 80% of population in these countries has an internet connection. (Internet World Stats: 30th June 2015). Thus, the demand of internet in pocket technology i.e. mobile / smartphones are creeping up. IAMAI-IMRB (Internet and Mobile Association of India and Market Research firm) report predicts that in urban *Bharat* almost 60% is Internet penetration, reflecting a level of saturation, but there are a potential 750 million users in rural *Bharat*. The report claimed that 31% overall Internet penetration is currently in *Bharat*.

“Different mobile handset manufacturers have focused on introducing low priced handsets and tablets compatible to access the Internet. More and more companies are getting into this segment and this has resulted in competition primarily basis the retail price and features of the device, fall in the rates for Internet access due to cut throat competition among mobile service providers has also contributed to significant increase in mobile phone as preferred device for Internet access,” the report said.

The report further reflects out that 92% of rural users and 77% of urban users consider mobile as the primary device for accessing the Internet. Rural *Bharat* is claimed to have leapfrogged to mobile/smartphone technology with low dispersion of computers as a medium to access Internet. The force by which it is largely driven is affordability and convenience of smartphones. Report said that the demonetization will have no effect in usage of smartphones & internet usage, which was found to be true. Rather the implementation of GST will also be boon to this industry of mobile marketing and using internet

through mobile will be more common. One of the report from *Statista A Statistics Portal* claims that the number of smartphone users in Bharat is estimated to reach 340.2 million, with the number of smartphone users worldwide forecast to exceed 2.3 billion users by the end of 2017.

3. ADOPTED RESEARCH METHODS

3.1 Research Methodology

A survey instrument was designed to obtain the data for this study. The present study is empirical in nature and most of the part is based on primary data based on modern marketing i.e. mobile marketing. To collect primary data, a well-structured questionnaire was distributed with close-ended questions which were punched in various questionnaires so those respondents are unbiased while responding. This study is based on 86 respondents. The study was conducted in the Months of April - June, 2017. Secondary data is also used for supporting the topic discussed and have a clear picture of the marketing scenario in Bharat regarding mobile marketing.

3.2 Research Objective

1. To know usage of mobile apps.
2. To find out the reasons for rising demand of mobile marketing.
3. To know what kind of mobile features is preferred by respondents.
4. To deduct the limitation or dislikes by the users of mobile marketing Apps.

3.3 Research Limitation

1. The study has been conducted in limited time period for focused objective and is elementary in nature.

2. Information from respondents is the viewpoint perceived by them and may not be applicable to whole universe.
3. The questions were indirect in nature and punched with other topics of questionnaires, to get the required result, thus may be influenced by main topic.

3.4 Sample Design

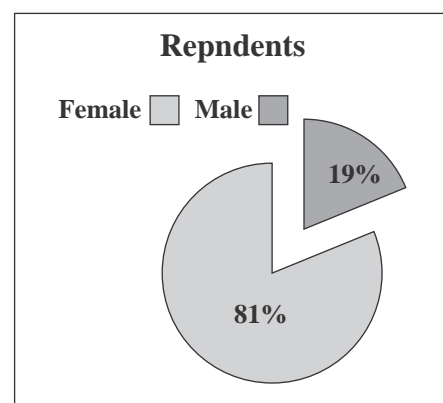
Sample area Location: In Kangra District of Himachal Pradesh

Sample Size: 86 respondents screened/sorted out for the purpose of this research

3.5 Data Representation

3.5.1. Gender wise Respondents participation

Gender	Responses	Percentage
Female	16	18.6%
Male	70	81.4%
Total	86	100%



Interpretation:

81% of respondents were male and 19% were female who were considered for this paper / study.

3.5.1. Are you using mobile applications (apps) for mobile marketing /shopping?

Using mobile apps	Responses	Percentage
Yes	78	90.7%
No/Sometimes	8	9.3%

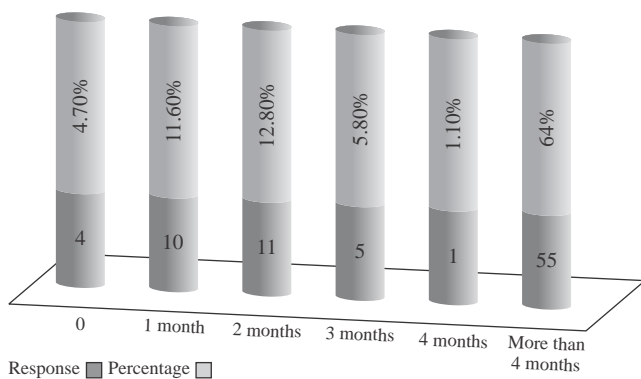
Interpretation:

Majority of respondents (91%) used mobile applications for the purpose, only 9% of respondents don't use mobile applications for mobile marketing but they try shopping through it.

3.5.1. Since how long you long you are using mobile apps (applications) for mobile shopping/marketing?

How long you are using mobile apps	Responses	Percentage
Never	4	4.70%
1 month	10	11.60%
2 months	11	12.80%
3 months	5	5.80%
4 months	1	1.10%
More than 4 months	55	64%

Using Mobile Apps



Interpretation:

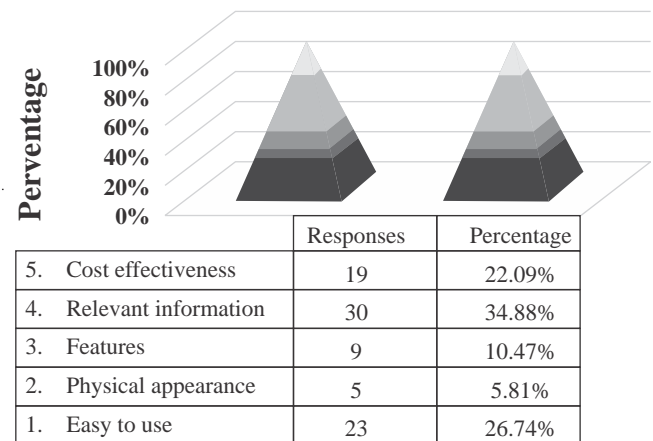
Respondents were using mobile apps for more than 4 months (64%) which predicts that the mobile

shopping / marketing is in demand. Further followed by 3 months (6%), 2 months (13%), 1 month (12%) and remaining never used 5% responses states that though the usage is low but awareness is good.

3.5.1. What you like most about the mobile apps?

What you like most about the mobile apps	Responses	Percentage
1.Easy to use	23	26.74%
2.Physical appearance	5	5.81%
3.Features	9	10.47%
4.Relevant information	30	34.88%
5.Cost effectiveness	19	22.09%
Total	86	100

Respondents like most about the mobile apps

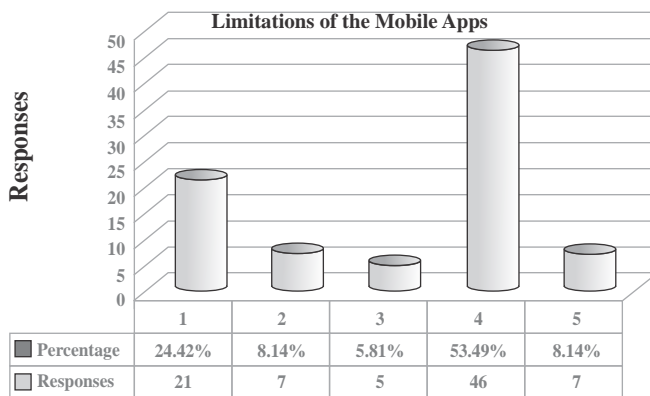


Interpretation:

Majority of respondents (34.8%) preferred relevant information which is provided by the mobile apps, 26.74% like apps because they were Easy to use, 22.09% like apps because of cost effectiveness, 10.47% like it because of features and remaining 5.81% liked physical appearance of the mobile apps while shopping / marketing.

3.5.1. What are the limitations of the mobile apps?

Limitations of the mobile apps	Responses	Percentage
Trust	21	24.42%
Cost	7	8.14%
Irrelevant information	5	5.81%
Advertisement	46	53.49%
Login from other account	7	8.14%

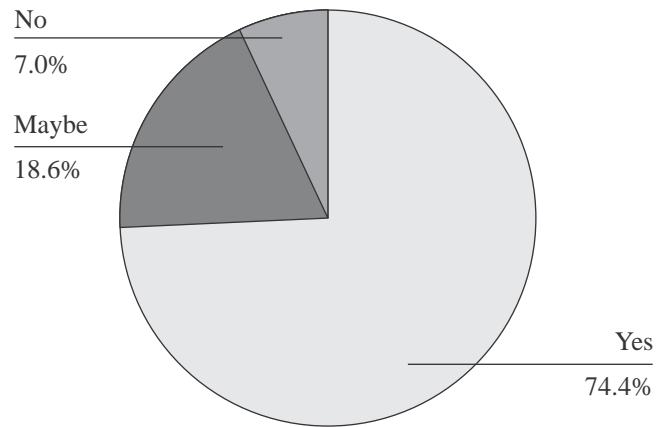


Interpretation:

53.5% don't like the unnecessary advertisements which come in the mobile apps. The trust perceived by the respondents was about 24.4%, followed by Login from other accounts 8.1% and for cost & irrelevant information 5.8% responded as their choice.

3.5.1. Do you find relevant information in that app?

Find relevant information in mobile apps	Responses	Percentage
Yes	64	74.4%
No	6	7%
May be	16	18.6%

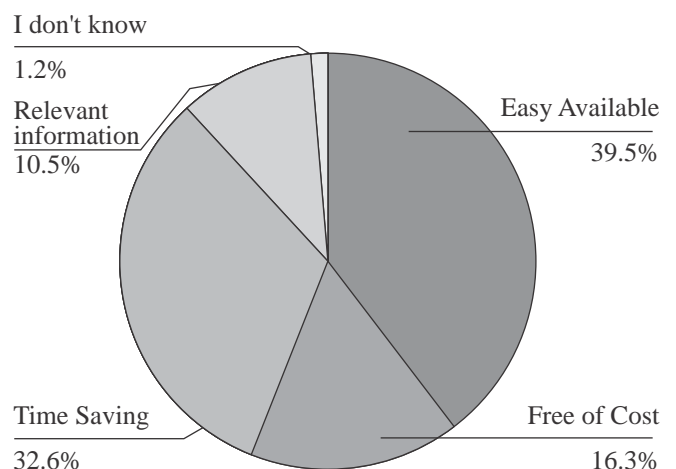


Interpretation:

74.4% respondents said that they find relevant information on mobile apps, 18.6% respondents were not sure whether the information provided by app is relevant or not, so they opted maybe (18.6%) and 7% of respondents denied to find any relevant information on mobile apps.

3.5.1. According to you what are the reasons of increasing importance of mobile apps?

Reasons for increasing mobile apps	Responses	Percentage
Free of cost	14	16.3%
Easily available	34	39.5%
Relevant information	9	10.5%
Time saving	28	32.6%
I don't know	1	1.2%



Interpretation:

39.5% respondents think that the easy availability of mobile apps is increasing its importance, whereas 32.6% think it is gaining importance because of its time saving ability, 16.3% opine that free of cost is major reason and 10.5% think it is gaining importance due to its relevant information providing features.

1. CONCLUSION

The discussion above percolates the issues related to the importance of the mobile marketing and it can be very well used by the rising entrepreneurs. This is the tool by which the flourishing entrepreneurs can have the opportunity to use the technology which is supported by the current UPA government as Digital India campaign also. The youths are developing mobile apps and covering the gap of mobile apps in the market. This in turn is generating employment and new business avenues. It's a new venture for being self-dependent entrepreneur, if one knows about mobile marketing. The objectives framed for this paper/study may be analysed further for better research and study. The responses of this study depict as: Majority of respondents (34.8%) preferred that relevant information is provided by the mobile apps, 26.74% like apps because they were Easy to use; 22.09% like apps because of cost effectiveness; 10.47% like it because of its features and remaining 5.81% liked physical appearance of the mobile apps while shopping / marketing. 53.5% don't like the unnecessary advertisements which come in the mobile apps. The apps are not fully to be trusted as perceived by the respondents (24.4%); followed by irritation from Login from other/different accounts (8.1%) to get the apps and for trouble related to cost (5.8%) & irrelevant information (5.8%) was also the limitation in progress of mobile apps.

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The COF (Company Organization Firm) are exploring to tap this mobile based market for their *provides (products + services)*. The cost effectiveness, the reach in the pockets of consumer and easy accessibility is major cause of demand for mobile marketing and further leading to mobile based advertising. As this paper fulfils the objectives derived and the detailed data represents the same, hence, prediction may be said to be that mobile marketing is an upcoming marketing tool for Entrepreneurs.

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