

Dissertation Project

Mobile Marketing Effect on Youngsters

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Certificate

This is to certify that the project titled *“Mobile Marketing Effect on Youngsters”* submitted by Arpit Jain in partial fulfillment of the requirements for the Degree of **Master of Business Administration at the Delhi School of Management, Delhi Technological University, Delhi** is a research work carried out by him under my guidance. Any material borrowed or referred to has been duly acknowledged.

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I Arpit Jain – 2K13/MBA/80, student of Delhi School of Management would like to state that I have pursued research project under guidance of Mr. Abhinav Chaudhary. The report of the project work entitled ‘Mobile Marketing Effect on Youngsters’, is based my own work carried out during the course of my training.

I assert that the statements made and conclusions drawn are an outcome of the project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted for the award of any other degree/diploma/certificate in this Organization or any other Organization.

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Abstract

Mobile Marketing is emerging function of marketing. Today marketers want to stay connected with their customers' always. As lifestyle of consumers is changing importance of traditional mediums like TV, Radio etc is decreasing and newer mediums like mobile, internet etc is gaining importance. Since mobile is a personalized device which a customer keeps with him always; when he is resting when he is travelling, when he is going out with friends and family etc. So marketers can stay in touch with their customers whenever. Nielson survey demonstrate that consumers are increasingly gaining trust in the credibility of mobile messages.

In this project it is first tried to find out the different ways in which marketers send their messages through mobile medium. Also how mobile marketing effect the youngsters. After gaining a secondary perspective the aim was to find out the current state of mobile marketing and its penetration in the lives of customers. It is also tried to find out the utility and importance of mobiles in consumer decision making process. It was observed that the penetration of mobile advertisements and marketing is very high in the day to day life of consumers but importance is relatively low. Customers mostly use mobile phones for searching purpose but the involvement of mobile in other decision making stages is not much.

Then an attempt was made to understand the attitude of customer attitude towards mobile marketing. The trust in the credibility of mobile marketing is quite high this trust does not lead to any kind of brand preference or purchase decision. Still the mobile advertisements are not interesting enough or relevant enough for consumers to share.

Looking at the current trends and consumer attitude it was found in what kind of activities consumers like to engage themselves and what kind of communication they are willing to receive. It was observed that customers are quite irritated by unnecessary spamming and are looking for messages that are relevant to them. So marketers should focus on Customerization of messages in terms of content, location, time etc. Also the consumers are looking for mediums in which they can initiate a two way communication

with brands, so initiatives should be taken by marketers to facilitate such communication.

Introduction

It is not uncommon these days to receive a SMS about the end season sale available in your nearest Van Heusen store, or see an advertisement link while playing Candy Crush on your android smart phone all these are forms of mobile marketing which we encounter every day. The technical definition of mobile marketing would be “Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas”. It is the most customized form of a marketing in which advertisers can send messages or promotional campaigns to customers completely in synchronization with their profile. Instead of spamming the users, companies can provide them relevant information to facilitate their purchase decision.

It is a medium by which marketers can reach their customers anytime, anywhere they want only the availability of mobile network is required. Users carry their mobile phones always with them, so the chances of receiving a message and seeing it instantly are very high. It has been observed that users read a mobile message within 4 minutes of receiving it. Thus it provides a brilliant method for communicating your message to the target consumers as it has a very high probability of getting accepted. The entire concept of mobile marketing makes its convertibility very high. The only hindrance in this medium of connectivity is unavailability of mobile network. Another important aspect of mobile marketing is that it is user controlled, users only receive messages from companies and operators they are interested in. They can block messages from businesses just by sending a terminating message.

There are various forms of mobile marketing like SMS marketing in which customized text messages are sent to the consumers, MMS which is more audio visual in nature to attract consumer, mobile app marketing in which different smart phone app are created

based on the mobile operating systems to improve user engagement with the brand and product. Then there are various in game advertisements in congruence with the growing mobile gaming industry. With the increasing penetration of smart phones businesses are making mobile websites suitable for mobile screens. Marketers are using Bluetooth, Infrared etc to transmit messages.

Mobile advertising is becoming more and more popular these days. However, some mobile advertising is sent to the consumers without a required permission from them causing privacy violations. It should be noted that irrespective of how well advertising messages are formulated and how many additional benefits they provide, if consumers do not have full confidence that their privacy will be protected, this will hamper their widespread deployment of marketing effort.

Looking at the various advantages and setbacks of mobile marketing in this project we tried to find out the present and future trends of mobile marketing. In the present world of changing technology how relevant it is for marketers to adopt mobile marketing as a medium of communication. We tried to analyze the consumer attitude towards mobile marketing by analyzing patterns in their behavior like their first reaction when encountered with such an event, their belief in the credibility of mobile communication, their preference for products and brands marketing through mobile mediums and how frequently they spread messages via word of mouth. All these factors gave us an idea about the overall consumer attitude towards mobile marketing.

Then we tried to gauge the activities in which consumers are engaged while using mobile phones and the places where they would like to receive information keeping in mind their concern for privacy. Keeping all these factors in mind we tried to predict the future trends in mobile marketing.

Chapter 1 : Mobile Marketing Sector

1.1 Introduction

Marketing mobile

Marketers must remember that mobile cannot, and must not, be treated like other mass mediums out there.

Mobile is a highly personal channel, with attendant sensitivities and double opt-in permission requirements. So it's not the quantity that should matter for marketers looking to incorporate mobile into their multichannel marketing plans. It's the quality – and that's where mobile excels.

While the economy could be better, that hasn't stopped consumers from quickly shifting to mobile many tasks that previously were conducted on computers.

The choice for marketers and ad agencies then is not to deliberate whether to have an SMS program or mobile banner ads or a mobile Web site or a mobile coupon program or a .mobi domain or an iPhone/BlackBerry/Android application.

Instead, the decision to be made is which one of these options – or a combination – is relevant for the brand in its efforts to reach consumers through multiple, relevant touch points.

Smart marketers and agencies will think like smart fishermen: fish where the fish are. Consumers have already moved to mobile, and are staying there for a long time.

Marketers should focus this year and next on using mobile – especially SMS and applications to build databases of consumers who have opted in not once but twice to receive targeted offers, alerts and information from marketers.

Mobile advertising has increasingly become a two-way street, providing a link for engagement between customers and companies,” said Bob Kraut, vice president of marketing communications at Pizza Hut.

“Rather than simply giving customers information, companies are using mobile advertising as a way to provide customers with meaningful brand engagement,” he said.

Indian Telecom Industry

Introduction

Telecommunication services are globally recognized as one of the driving forces for overall economic development in a nation. They are also one of the prime support services needed for rapid growth and modernisation of various sectors of the economy. The Government of India recognises this fact and hence, has taken several major initiatives to provide a business friendly environment for companies in this sector.

Driven by 3G and 4G services, it is expected that there will be huge machine-to-machine (M2M) growth in India in 2016-17, according to UST Global. There is also a lot of scope for growth of M2M services in the government's ambitious Rs 7,000 crore (US\$ 1.1 billion) 'Smart City' program

The rapid strides in the telecom sector have been facilitated by liberal policies of the Government of India that provide easy market access for telecom equipment and a fair regulatory framework for offering telecom services at affordable prices. According to a study by GSMA, it has been expected that smartphones will account for two out of every three mobile connections globally by 2020 and India is all set to become the fourth largest smartphone market.

Market Size

India saw the fastest growth in new mobile-phone connections with 18 million net additions in the third quarter of 2014, according to a report by Swedish mobile network equipment maker Ericsson. The number of smartphones, which account for just 37 per cent of all mobile-phone subscriptions, will reach 2,700 million by 2014, and growing at 15 per cent compounded annual growth rate, will cross 6,100 by 2020. The falling cost of handsets, coupled with improved usability and increasing network coverage, are factors that are making mobile technology a popular phenomenon in the country.

The broadband services user-base in India is expected to grow to 250 million connections by 2017, according to GSMA. It also expects to see increased mobile broadband penetration in India, with over 250 million on either 3G /4G by 2017.

According to the GSMA's broadband services report card, the month-on-month (m-o-m) broadband growth rate in India was at 4.95 per cent, with 60.87 million subscribers as of March 2014. State-owned Bharat Sanchar Nigam Ltd (BSNL) leads the combined wired and wireless broadband market with 27.54 per cent share.

Road Ahead

India will emerge as a leading player in the virtual world by having 700 million internet users of the 4.7 billion global users by 2025, as per a Microsoft report.

With the government's favourable regulation policies and 4G services hitting the market, rapid growth is expected in the Indian telecommunication sector in the next few years. Also, with developments in this sector, services such as security and surveillance, remote monitoring of ATM machines, home automation, traffic management, retail, logistics and grid energy could eventually facilitate optimisation of resources.

The Key players in the Telecom Market in India

Cellular Service provider:

1. BSNL
2. Airtel
3. Vodafone
4. Reliance
5. Spice

Telephone **subscribers** (wireless and landline): 957.61 million (Sept 2014)

Land lines: 27.41 million (Sept 2014)

Cell phones: 930.20 million (Sept 2014)

Monthly cell phone addition: 5.88 million (Sept 2014)

Teledensity: 76.75% (Sept 2014)

1.2 Conceptual Framework

1.2.1 . Mobile Phone, Mobile Marketing and Mobile Commerce

One of the marketers' demands is to be able to communicate with potential customers and to contact them anywhere and anytime. Mobile phone made a revolutionary contribution to fulfilling the anywhere and anytime connectivity marketers' wishes. Yuan and Cheng (2004) emphasize that mobile marketing is getting increasingly popular because mobile phone is a personal device used in marketing. Scharl et al., (2005) define mobile marketing as using a wireless medium to provide consumers with time- and location-sensitive, personalized information that promotes products, services and ideas, thereby benefiting all stakeholders. Shortly, mobile marketing refers to marketing activities and programs performed via mobile phone in mobile commerce.

The rapid growth of mobile phone has also come up with a new term: mobile commerce. It has a strong impact on industries like e-commerce in general (E-Business

Report, 2000) and transformed mobile commerce into a major driving force for the next wave of e-commerce (Liang and Wei, 2004). The growth and use of mobile commerce as an emerging technology has the potential to dramatically change the way consumers make business. Mobile commerce driven by wireless communication technology is also generating interest from marketers (Aungst and Wilson, 2005). Therefore, the penetration of this new technology has evoked changes in advertising, retailing and shopping in marketing, and companies wishing to make business in mobile markets should be ready for mobile marketing and mobile commerce.

In the literature, all mobile commerce definitions are very similar. In principle, any transaction with a monetary value conducted via mobile communication networks can be considered mobile commerce (E-Business Report, 2000). As regards this definition, Siau et al., (2001) define mobile commerce as a new type of e-commerce transaction conducted through mobile devices using wireless telecommunication networks and other wired e-commerce technologies. Dholakia and Dholakia (2004) describe mobile commerce as electronic commerce transactions carried out via mobile phones and wireless terminals. Bai et al., (2005) simply identify as the transaction conducted over a wireless telecommunication network, either directly or indirectly. Briefly, mobile commerce can be understood as a business model that allows a consumer to complete all steps of a commercial transaction using a mobile phone (DSTI/CP, 2006).

In mobile commerce, mobile marketing is increasingly prevailing and appealing to marketing for many reasons. For example, consumers carry them every day, everywhere, and mobile phones are almost always on (Yuan and Cheng, 2004). The forces underpinning the emergence of mobile commerce can be summarized as (1) proliferation of mobile devices, (2) convergence of mobile telecommunication networks and Internet, (3) transition to 3G (Third Generation Mobile System), and (4) the emergence of broad set of highly personalized location applications and services (Sadeh, 2002). Therefore, mobile commerce has attracted growing attention over the last few years and continued to revolutionize marketplaces by introducing new business models as well as offering some advantages to customers, retailers and GSM operators.

Even though Barnes (2002) put forward that the diffusion of mobile commerce services are very poor so far due to high cost, slow transmission rates, high power consumption of devices and inadequate mobile interfaces, mobile commerce come true these days because of the wireless mobile technology developments and 3G phones.

1.2.2. Mobile Commerce Businesses and Services

In addition to e-commerce, mobile commerce creates new marketplaces among producers, distributors, retailers and customers anywhere and at any time. seen in Figure 1, mobile commerce models are divided into B2B (business to business) and B2C (business to customer) perspectives.

B2C mobile commerce is composed of three parts: GSM operators or retailers, customers and logistics providers. GSM operators or retailers adopt pull promotion strategy over customers who have mobile phones in order to market and sell products and services. Customers can order products and services via mobile phone and purchase them. Logistics providers carry them from warehouse or store to customers. B2C perspective is just one example where this kind of powerful information could be aggregated by a carrier or a service provider for marketing purposes (Casal et al., 2004). B2C mobile commerce also requires a strong relationship among customers, retailers, GSM operators, logistic providers and banks etc. (Barutçu, 2007).

Basically, mobile commerce is a service-based business, and many business opportunities are offered in mobile commerce. Various classification attempts have been made in the literature to classify existing and possible mobile commerce services like commerce, shopping, entertaining, advertising, information service and personal interaction (Schnicke, 2002). According to Leem et al., (2004), the B2C mobile commerce is subdivided into commerce, intermediary and information models, and subcategories of B2C models represent the current outstanding mobile businesses in Figure 2. Funk (2005) analyzed the potential mobile service applications and explained how mobile phone affects the business, marketing and entertainment as seven

applications; (1) multi-media mail, (2) mobile phones as portable entertainment players, (3) mobile marketing, (4) mobile shopping, (5) navigation, (6) use in lieu of tickets and money, and (7) mobile intranet applications.

Location-based mobile information and service play a significant part in B2C mobile commerce. The vast majority of uses for location-based mobile services are likely to be commercial, involving the provision of specific services adapted to individual profiles and their location (Casal et al., 2004). Using the information on the users identity, position, access time, and profiles, GSM operators or retailers can offer the users optimal information or services, which are contextually relevant to them at the point of need (Liang et al., 2004) and the resulting customers' location data can be used for direct marketing (Casal et al. 2004). To this date, GSM operators have been most interested in the use of location information for providing innovative location-based mobile services. These services have gained attention as companies are facing new opportunities in offering more customized services. The ability to identify the customer's location at a certain time is one of the most promising applications of mobile commerce.

By using new browsers and other mobile applications, the new range of mobile technology offers the Internet „in user pocket“ for which the users possibilities are endless, including banking, booking or buying tickets, shopping and real-time news (Barnes, 2002). When using the mobile Internet, mobile phone users reach all web pages via 3G mobile phone without computer. Therefore, Funk (2004) described the key technological trajectories and their potential effect on the expansion of mobile Internet applications. The advanced mobile Internet technologies make the phone a portable entertainment player, a new marketing tool for retailers and manufacturers, a multi-channel shopping device, a navigation tool, a new type of ticket and money, and a new mobile intranet device.

1.2.3. Mobile Marketing Tools

Mobile advertising, mobile sales promotion, mobile entertainment and mobile shopping stand out as the critical elements in mobile marketing and mobile commerce.

(i) **Mobile Advertising:** A key component of mobile marketing communication is advertising, either in a push or pull mode. After obtaining the consumer's permission, push advertising sends relevant but not explicitly requested text and video messages. Quah and Lim (2002) argue that the push model will dominate mobile advertising since it saves consumers' time and money compared to browsing content. SMS and MMS messages are main mobile advertising systems. SMS has become a technological buzzword in transmitting B2C messages to such wireless devices as mobile phones. Many brands and media companies include text message numbers in their advertisements to enable interested consumers to obtain more information. This mode of advertising takes advantage of valuable channels of wireless communication to enhance customer relationships, and to carry out direct marketing and promotional activities (Frolick and Chen, 2004). Moreover, MMS has provided more visual and active messages. Marketers can benefit from the use of photos, music, logos and animation, videos by advertising to consumers' mobile phones. SMS and MMS advertising are expected to achieve higher response rates than that of e-mail or television because all advertisements can be sent personally.

(ii) **Mobile Sales Promotion:** Sales promotion is one of the promotional mix including coupons, discounts, rebates, free samples, gifts and incentive items in order to observe an immediate effect on sales. Mobile coupons in sales promotion play a vital role, and marketers can predict a higher usage of mobile compared to their paper-based equivalents. Mobile coupons boast at least three advantages: (1) targeting based on mobile phone numbers, (2) time sensitivity, and (3) efficient handling by scanning the coupon's bar code at the point of sale (Scharl et al., 2005). Thousands of Japanese retailers, restaurants, manufacturers, and other companies employ the mobile Internet to send discount coupons, conduct surveys, and offer free samples to registered users via

mobile mail. For example, many restaurants use these mobile-based coupons to offer temporary discounts on slow nights, thus creating a form of dynamic pricing (Funk 2005).

(iii) Mobile Entertainment: The mobile phone has become an important media and entertainment platform. In the mobile entertainment industry, there are lots of entertainment services like listening music, playing games, gambling, watching television, video and sport matches etc., which have set a stage for an explosion of mobile entertainment industry.

(iv) Mobile Shopping: Mobile phone is an exciting tool to expand customers' shopping options after the Internet. At first, mobile phone can seem like a scary place to shop; however, mobile phone users can go online to buy just about anything they need or want. Used properly, mobile shopping is a new easy, practical, and economical shopping tool. The sudden growth of mobile shopping has placed mobile retailers at consumers' fingertips, and allowed mobile phone users to purchase nearly anything they desire without ever leaving their houses and offices.

1.2.4. Success Factors and Barriers of Mobile Commerce and Mobile Marketing

There seem to be a good many issues that require attention from both the practitioner and academic worlds in mobile commerce and mobile marketing. Researchers from several countries gathered at the Fourth International Conference on Telecommunications and Information Markets to discuss some of the issues regarding e-commerce and mobile commerce in July 2001 (Dholakia, 2004). The fact that mobile commerce is not mature brings many challenges to mobile commerce adopters. Integrating content, software and hardware design and reconfiguring an effective business model to implement mobile commerce requires careful study and decision making (Wu and Hisa, 2004). Therefore, developing a successful mobile commerce system needs to meet a variety of success factors, including process supports, functional

capability, implementation, marketing (Bai et al., 2005) and improving trust.

Major barriers to mobile commerce and mobile marketing are the mobile web browsers, technological skills, perception of risks and traditional shopping culture, lack of awareness and understanding of the benefits provided by them. While it is possible to use the mobile phone itself to purchase products, the small screens and keyboards make it difficult to search for products. Because the small screen and keyboard make it demanding to search for products via a search engine, a large number of the products purchased with a mobile phone are selected from personalized mail services that provide information on a specific type of product, which the user has registered for (Funk 2005). On the other hand, security, tangibility, and the lack of experience are also main barriers of mobile commerce (Fenech, 2002). Therefore, Yuan and Cheng (2004) and Bai et al., (2005) suggested that special software like recommender system or intelligent on-line purchasing advisors should be developed in order to recommend or advice products and services on a one-to-one basis. Recommender systems of automated product recommendation acquire customers' preferences and recommend products accordingly on a one-to-one basis in real time at a lower cost (Yuan and Cheng, 2004). Intelligent online purchasing advisors will assist buyers in specifying their product requirements, searching for product information and selecting the best supplier (Bai et al., 2005).

1.2.5. Mobile Marketing Strategy

Mobile marketing strategies and tools are directed at the mobile target market/markets to enhance or change their buying behaviors and overcome barriers of mobile commerce. In order to successfully market products and services via mobile phone, marketers and retailers should gain an insight into mobile phone users' attitudes, perceptions, characteristics, and shopping patterns. For example, Tsang et al., (2004) investigated consumer attitudes toward mobile advertising and the relationship between attitude and behavior. The results of their survey indicate that consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to receive the advertising messages.

1.3 The future of mobile marketing

As Mobile Marketer's Outlook 2009 proves, marketers understand the need to integrate mobile into their multi-channel branding, customer acquisition and customer retention plans.

Top of the trends list is the consumer's growing comfort with consuming news and content on mobile phones, along with exchanging SMS text messages, shopping for products and services, checking email, playing games, conducting mobile banking transactions and searching for retail locations or driving directions.

Indeed, the mobile channel's use as a location-enabling tool is quickly becoming evident to brands, ad agencies, retailers and, most importantly, consumers.

Mobiles allows you to use various tools & its unique factors.

- Click – to – call : Call the customer centre
- Click-to-video : Watch the video on your mobile
- Click-to-participate : Contest to win goodies or generate leads
- Click-to-download : Download branded/paid/unpaid mobile content
- Click-to-SMS : SMS yourself or your friend's address or m-coupon

How to budget for a mobile marketing campaign

The most important factor for marketers to keep in mind is the goals of the campaign and which mobile channels are best suited to attain those goals. About the only consensus in the mobile industry on this topic is that there are many variables to consider and that costs range widely depending on the scale and complexity of the campaign.

Many industry insiders claimed that a basic mobile campaign can be launched for much less than an online, print or television effort.

Surprisingly, SMS alert, WAP mobile Web site, mobile banner ad campaigns and pre-roll/post-roll mobile video ad campaigns are not as expensive as one would think, said Edward Lang , senior vice president/general manager of mobile for Playboy Media Group, Los Angeles.

Another industry executive claimed that a bare-bones SMS/text alert campaign can be launched for a few hundred dollars – excluding the cost of the common short code – and that a basic mobile Web/WAP campaign can be launched for several thousand dollars

1.4 Mobile marketing in INDIA

India – Essential Facts

- Over 700 million people below the age of 30!
 - First internet experience for this generation will be through the mobile
- 350 million+ mobile phone users estimated to double to over 700 million in 3 years!
 - 8 to 10 million new users added a month
- Mobile internet users outnumber broadband users by 19 to 1
 - 38 million mobile internet users as of Oct 2008
 - Mobile internet users doubled in the last 12 months
- Most of the handsets sold in India are internet enabled
- India is the largest consumer of mobile internet in Asia

Why mobile advertising in India is a winning bet

- Mobile enjoys a higher market penetration than fixed internet
 - In emerging markets like India the mobile phone, rather than the PC, is the primary connected device
- This gives mobile a great opportunity for being one of the main advertising mediums, especially in a more digital future
- Catalysts for industry growth
 - Dropping data charges

- Increasing recognition amongst agencies
- Advertisers increasingly focused on measurability
- Increasing capabilities of mobile devices
- Better connectivity and user experience

Mobile marketing statistics

The future of mobile marketing is bright. Very bright.

- 200+ million Americans carry mobile phones—over half of the country's population
- Cell phones are used by over 3.1 billion people globally
- 40% of major brands have deployed text messaging (SMS) campaigns
- 18% of major brands have deployed multimedia messaging (MMS) campaigns

Source: Airwide Solutions independent survey of 50 brand name companies

- The global mobile advertising market will be valued at over \$16 billion by 2011
- In August 2007, nearly 40 million US consumers received SMS advertisements, and 12 percent responded to them

Source: M:Metrics, Common Short Codes: Cracking the Mobile Marketing Code

- A survey of 2,400 moms reveals that the single most important tech gadget in their lives is the cell phone (23%), followed by the Internet (21%) and the digital camera (19%)

From advertising to invertising

Though mobile is a powerful tool for targeting consumers, marketers have been cautious about tapping this medium since it often intrudes into the consumers' private space. Besides, the National Do Not Disturb (NDND) Registry of telecom regulator TRAI (Telecom Regulatory Authority of India) seeks to curb unsolicited commercial communications (UCCs). The NDNC Registry is a database of telephone numbers of subscribers who do not want to receive UCCs.

As they tap on this growing medium, SMS marketing companies must also overcome spamming. To do this, they have created various platforms designed to satisfy the needs of both advertisers and consumers.

According to Saxena, there are two ways to ensure no messages are sent to subscribers on the NDNC Registry.

"One, we insist on scrubbing the messages with the NDNC list. Two, subscribers explicitly opt-in to any service or messages. This has been pioneered by us," Saxena said. For instance, if you buy something from a retail store and want to be updated on this product, you "invite" information from the store on new arrivals and it will send multiple SMS messages every month telling you what's new. You can also opt-out of this service.

This concept, known as invertising or invited-advertising, seeks to prohibit spam.

1.5 Research Methodology

Research Objectives

- To understand the mobile marketing relevance in today's scenario
- To check the people preference & awareness towards mobile marketing in youngsters
- To know current trends in mobile marketing by analyzing consumer likes, dislikes and needs

Primary Sources: survey

Instrument: Questionnaire

Secondary Sources:

Websites , book for market research

Beneficiaries

1. mobile marketers
2. students who are going to do research on mobile marketing

Chapter 2 : Literature Review

1. A study done by **Heinonen & Strandvik (2003)** showed that **mobile channels are perceived to be more personal than traditional and e-mail channels**. This creates high expectations for the relevance of marketing communication messages. A consumer expects messages to be personal and of high interest and this makes the disappointment greater when they get undesired messages. **Mobile advertising** may even step over the line of discretion and invade consumers' privacy because of the personal nature of the mobile device. The channel influences consumer responsiveness to marketing communication by being perceived as either disturbing or acceptable (Abernethy 1991). If the consumer considers marketing communication via a channel as disturbing it may negatively affect the attention to and perception of the message. In contrast, the channel may also enhance the acceptance of the marketing communication if it is perceived as appropriate for the specific marketing communication. Also, some consumers may perceive the channels as neutral, i.e. it is neither disturbing nor accepted.

Despite substantial marketing potential, research on mobile advertising and particularly through its most successful application, short message service (SMS) is still embryonic. In a comprehensive survey concerning consumers' experiences of direct marketing channels in Finland it was found that consumers perceived direct marketing channels differently compared to each other. (Finnish Direct Marketing Association, 2002) The experiences of mail order, Internet and email experiences were more positive compared to other direct market channels such as telemarketing and door-to-door sales. 80 % of the respondents had positive experiences of mail order, 77% had positive experiences of Internet and email as marketing channels and the corresponding number for SMS and WAP was 65%.

For telemarketing and door-to-door sales the number of positive consumers was down to 30% and 25% respectively. Concerning satisfaction with information received, there seemed to be differences between the channels. The study also

indicated that consumers have considerable less experience of SMS messages compared to mail order, Internet and email.

New media in the digital economy have created potentially powerful tools for direct and interactive marketing. Traditional marketing communication strategies have been based on the interruption logic where the consumer is forced to momentarily pay attention. **Permission marketing** was introduced as a new managerial approach in marketing communication. It has been argued that firms benefit from getting consumers' permission to be contacted (Marinova, Murphy and Massey 2002). Permission from the consumer would resolve the difficulties to get access to the consumer. Permission is, however, not necessarily a guarantee that the consumer pays attention; it is only a door opener and gives an indication of the consumer's potential interest areas.

We believe that by using the information retrieval and filtering capabilities of mobile agents and location information about the user, there exists a good opportunity for value-added services to be provided to the end-users. This also brings about a new way for cellular phone service providers to achieve competitive advantage by competing not only on the basis of price and packaging, but also on the basis of the set of value-added services that they provide to their clients. In order to overcome the input/output limitations brought about by mobile devices, the system should be free of user's intervention. To that end, we propose to use mobile agents for provisioning context-aware advertisements to mobile users.

Schilit and Theimer first introduced the concept of context-awareness in the project Active Map in which they took advantage of the location concept to define the context as people, object, and the changes that occur to them. Dey and Abowd stated that a system is context-aware if it uses context to provide relevant information and/or services to the user, where relevancy depends on user's task.

Krishnamurthy (2001) also proposes a conceptual framework for managing online

advertising using the permission marketing approach. Permission marketing requires the consumer to participate in the programme by giving the permission and the information for continuing the relationship. The interest in this participation arises from the balance of benefits (message relevance and monetary benefits) and costs (personal information, message processing costs, privacy costs) for consumers.

One of the main challenges and opportunities for mobile advertising companies is to **understand and respect the personal nature of the usage of mobile phones** (Barwise & Strong 2002; Heinonen & Strandvik 2003; Barnes & Scornavacca 2004; Jelassi & Enders 2004). The key is to use interactive wireless media to provide customers with time- and location-sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders (Dickinger et al. 2004). The mobile advertising relevance can be influenced by the contextualization (Kenny and Marshall, 2000; Yuan & Tsao 2003) of advertising messages. Barwise & Strong (2002) take up the flexibility, and time-based nature but also the fact that the small screens restrict the length of the message. Barnes (2002) stresses the interactive nature of mobile advertising and the ability to use contextual information to target the messages to individual receivers, in other words to personalize the message. Location-aware advertising messages are creating five to ten times higher click-through rates compared to traditional internet advertising messages (Ververidis & Polyzos 2002).

2. A study conducted by Dr. Shalini Nath Tripathi and Er. Monika Mittal (May 2012) tried to examine the impact of mobile marketing in Indian circumstances. The paper analyzed the problems prevalent in the Indian market place in terms of mobile marketing and the solutions marketers and consumers are looking for. In the paper entitled '**Investigating the Impact of Mobile Marketing in the Current Indian Scenario and Proposing CUSTOMERIZATION as a Solution**' the authors discuss the various methods of mobile advertising like SMS, MMS etc and shows that messages could be a lot more customized and relevant if they are passing through

mobile media. In this form of marketing the marketers can reach the customers any time, in any place. The possibility of generating customer response is much higher in mobile marketing in comparison to traditional marketing. Along with aforesaid advantages mobile marketing suffers certain constraints like availability of network, memory space of the device etc.

The primary objective of this study was to analyze the impact of mobile marketing on current users, their acceptance, and responsiveness. The researchers have divided the consumers as per their demographics and have studied the impact of mobile marketing on various users. The effect of a person's work schedule (absolutely free to extremely busy) and occupation on his perception of mobile marketing as a source of advertising, communication and information was mapped. They also analyzed response of these customers towards mobile marketing. The paper also says that impact of mobile marketing/advertising of a consumers purchase decision depends upon marketers marketing efforts (marketing mix), the consumer's socio-cultural environment and his psychological field also affects the consumer response.

Customerization is a combination of mass customization and customized marketing a solution to various problems faced by mobile marketers. All customers have different requirements and they do not pay attention to communications which is not relevant to them and thus marketers should change and customize their messages as per customer requirements. Marketers can personalize messages as per customer time, location and preferences. Consumers these days are also looking for control over the messages they are receiving, they also prefer message that auto- erase themselves and save the customer inbox from spamming.

Summarizing the major findings of this paper, it can be inferred that the relationship that we have tried to examine between mobile advertising efforts and the consumers' responsiveness in terms of the purchase/ brand decision, exists. Conversely it is observed that mobile marketing efforts do not bear a substantial impact on the consumer purchase or brand decision. The article further indicates that the core of the problem lies not in relaying mobile marketing advertisements to mobile users, but actually in the mass marketing approach being adopted by the companies. Today

mobile users have apparently developed an aversion to the mobile marketing advertisements, to which they are being subjected. The study has also revealed distinct preferences expressed by the customers regarding the desirable content of such mobile messages. Customers are constantly looking for customization of mobile marketing messages as per their individual tastes, preferences and requirements,. Hence the need of the hour clearly appears to be Customerization.

Agents can be used by both mobile marketing firms as well as Customers. Mobile marketing firms can deploy some agents to customize advertisements as well as products. In this age of Mass Customization and Customerization (one-to-one marketing), individualizing the marketing communications and advertisements is even more strongly in the focus of the strategic considerations of businesses. Software agents represent a marketing-tool par excellence for this individualization. Mobile users can use agents in order to execute complex search and filter functions.

By effectively deploying intelligent software agents, the marketing firms can incorporate in their mobile marketing communications the following attributes:

Personalization: Marketers can personalize text messages based on the consumers' location, local time and preferences e.g., directions to the closest vegetarian restaurant open at the time of request.

Time: It makes communication less intrusive than phone calls, receivers can read text messages at their spare time and choose when to respond, if at all they want to. Still, organizations should consider the best time to the messages and their frequency for the target group.

Location: Mobile phones amplify the two major arguments for electronic commerce, ubiquity and location independence. Consumers are increasingly expecting tailored and location-based services and thereby underlining the importance of personalized mobile based communication.

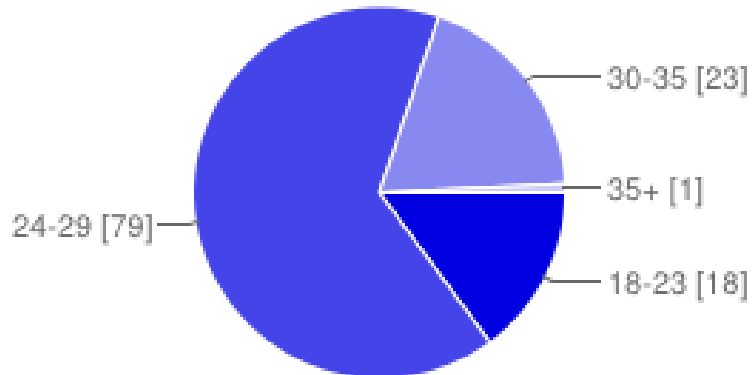
Preferences: Personalizing messages increases their impact on consumers. Similar to traditional media, a personalized SMS campaign relies upon databases with enough active and potential clients to reach the target group profitably. Such databases

regularly contain personal information such as leisure activities, holidays, music and media interests, type of Internet access, occupation, marital status, car ownership and income

Consumer control, permission and privacy: There is a trade-off between personalization and consumer control. Gathering data required for tailoring messages raises privacy concerns. Corporate policies must consider legalities such as electronic signatures, electronic contracts, and conditions for sending SMS messages.

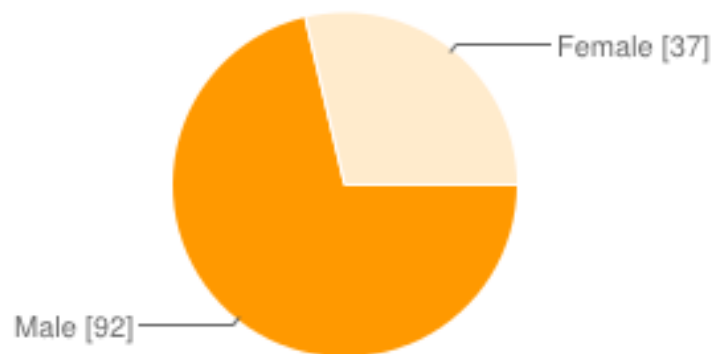
Chapter 3 : Analysis

Age:



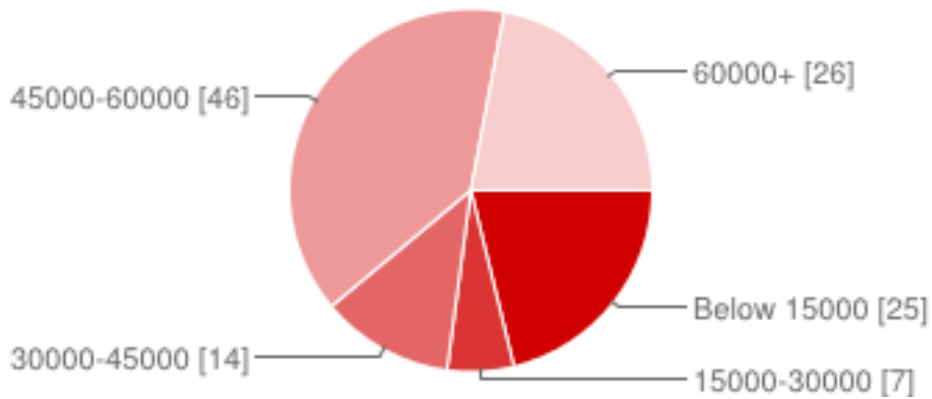
As it was needed to check the awareness on youngsters so it was taken from 18 to 35 age group of people. Here 15% people are between 18-23 years old, 65% are between 24-29 years old and 19% are between 30-35 years old

Gender:



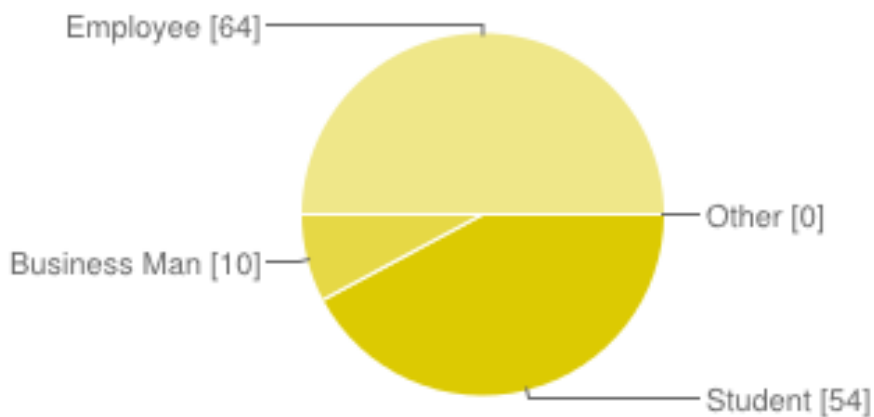
Here 71% are male respondents and 29% are female respondents.

Monthly individual Income:



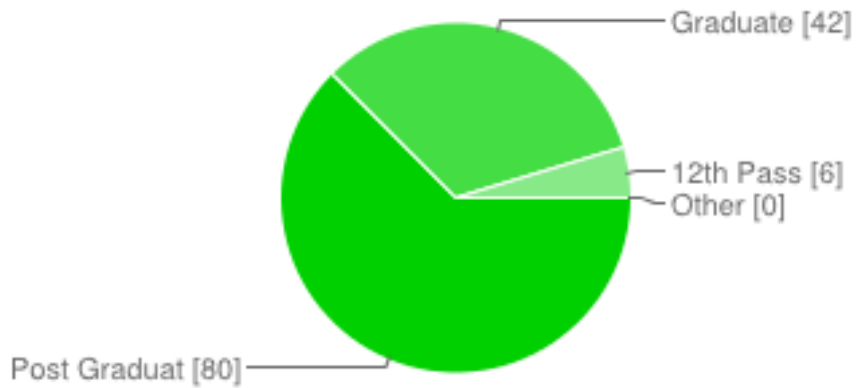
Monthly income of the individual is more than 45k that is 39%. While 21% people are having income more than 60000, same no. of people having income below 15000

Occupation:



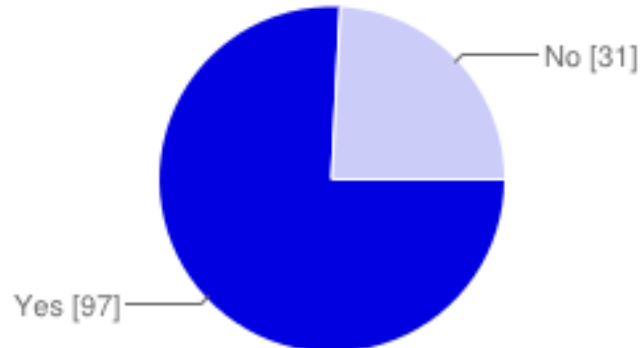
Here 42% are students, 7% are business-man, 50% are employee as majority youngsters are going for study

Highest Qualification:



Here we can see that majority are Post Graduate and 30% are graduate.

Have you registered for DND (Do not disturb service)?



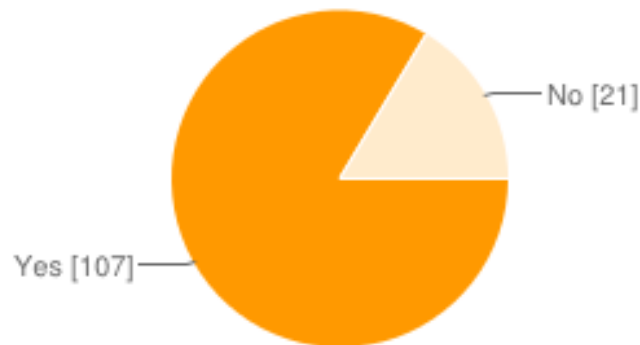
H₀ : Preference for the DND registration is independent on the occupation at the significance level of 0.05

H₁ : Preference for the DND registration is dependent on the occupation at the significance level of 0.05

| | | Student | Employee | Businessman | Total |
|------|-------|----------------|--------------|----------------------|--------------------------|
| | yes | 39 | 29 | 9 | 77 |
| | no | 26 | 15 | 4 | 45 |
| | total | 65 | 44 | 13 | 122 |
| | | | | | |
| s no | fo | fe | fo-fe | (fo-fe) ² | (fo-fe) ² /fe |
| 1 | 39 | 41.02459016 | -2.024590164 | 4.098965332 | 0.099914839 |
| 2 | 29 | 27.7704918 | 1.229508197 | 1.511690406 | 0.054435133 |
| 3 | 9 | 8.204918033 | 0.795081967 | 0.632155335 | 0.077045905 |
| 4 | 26 | 23.97540984 | 2.024590164 | 4.098965332 | 0.170965392 |
| 5 | 15 | 16.2295082 | -1.229508197 | 1.511690406 | 0.09314456 |
| 6 | 4 | 4.795081967 | -0.795081967 | 0.632155335 | 0.131834104 |
| | | | | | 0.627339933 |
| | | | | | |
| | | alfa | | 0.05 | |
| | | df (n-1) | | 2 | |
| | | | | | |
| | | Chi Square | | 0.627339933 | |
| | | Critical Value | | 0.103 | |
| | | Reject H0 | | Yes | |

- Out of the 121 respondents 45 have not registered for the DND as they like to know various schemes through mobile marketing. And they also want that they are interested in the calls coming from the service provider.
- In the hypothesis chi-square calculated is 0.6273 but tabulated is .103 so hypothesis is rejected. So it also can be analyzed that preference of registration to DND is dependent on the occupation of the person.

Do you use GPRS or 3G?



H₀ : GPRS usage is independent on the occupation at the significance level of 0.05

H₁ : GPRS usage is dependent on the occupation at the significance level of 0.05

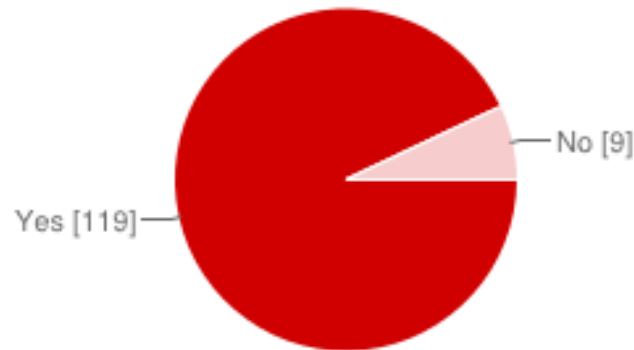
| | | Student | Employee | Businessman | Total |
|--|-------|---------|----------|-------------|-------|
| | yes | 52 | 42 | 12 | 106 |
| | no | 14 | 2 | 0 | 16 |
| | total | 66 | 44 | 12 | 122 |

| s no | fo | fe | fo-fe | (fo-fe) ² | (fo-fe) ² /fe |
|------|----|----------|--------------|----------------------|--------------------------|
| 1 | 52 | 57.34426 | -5.344262295 | 28.56113948 | 0.498064468 |
| 2 | 42 | 38.22951 | 3.770491803 | 14.21660844 | 0.371875264 |
| 3 | 12 | 10.42623 | 1.573770492 | 2.476753561 | 0.237550263 |
| 4 | 14 | 8.655738 | 5.344262295 | 28.56113948 | 3.299677099 |
| 5 | 2 | 5.770492 | -3.770491803 | 14.21660844 | 2.463673621 |
| 6 | 0 | 1.57377 | -1.573770492 | 2.476753561 | 1.573770492 |
| | | | | | 8.444611206 |

| | |
|-----------------------|-------------|
| alfa | 0.05 |
| df (n-1) | 2 |
| Chi Square | 8.444611206 |
| Critical Value | 0.103 |
| Reject H ₀ | Yes |

- Here it can be analyzed that students are the most users of GPRS than others.
- Here chi-square tabulated is 0.103 and which is lesser than calculated which 8.4446 is so it is rejected at the significance level of 0.05. So the analysis says that GPRS usage is dependent on the occupation.

Do you have 3G enabled phone?



H₀ : 3G enabled mobile usage is independent on the occupation at the significance level of 0.05

H₁ : 3G enabled mobile usage is dependent on the occupation at the significance level of 0.05

| | | Student | Employee | Businessman | Total |
|--|-------|---------|----------|-------------|-------|
| | yes | 29 | 72 | 7 | 108 |
| | no | 7 | 6 | 1 | 14 |
| | total | 36 | 78 | 8 | 122 |

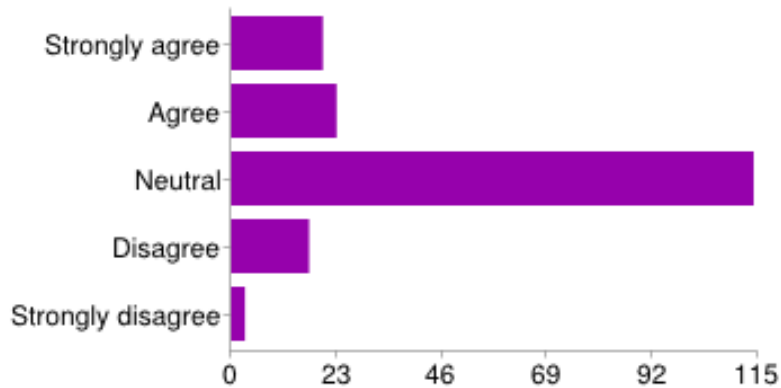
| s no | fo | fe | fo-fe | (fo-fe) ² | (fo-fe) ² /fe |
|------|----|----------|--------------|----------------------|--------------------------|
| 1 | 29 | 31.86885 | -2.868852459 | 8.230314432 | 0.258255751 |
| 2 | 72 | 69.04918 | 2.950819672 | 8.707336737 | 0.126103405 |
| 3 | 7 | 7.081967 | -0.081967213 | 0.006718624 | 0.000948695 |
| 4 | 7 | 4.131148 | 2.868852459 | 8.230314432 | 1.992258652 |
| 5 | 6 | 8.95082 | -2.950819672 | 8.707336737 | 0.972797694 |
| 6 | 1 | 0.918033 | 0.081967213 | 0.006718624 | 0.007318501 |
| | | | | | 3.357682698 |

| | |
|-----------------------|-------------|
| alfa | 0.05 |
| df (n-1) | 2 |
| Chi Square | 3.357682698 |
| Critical Value | 0.103 |
| Reject H ₀ | Yes |

- Here it can be analyzed that employee are the most users of 3G enabled mobile.

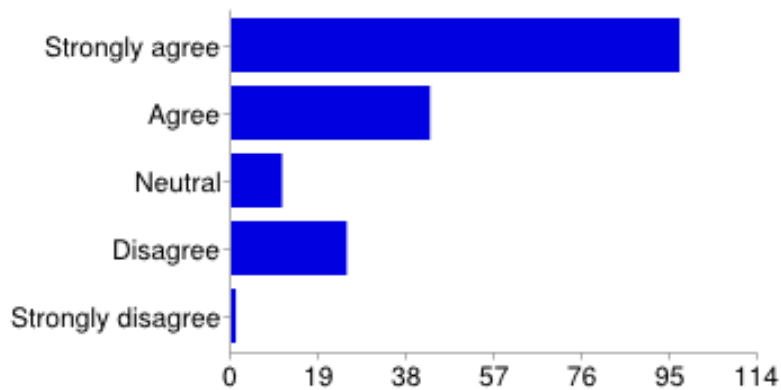
- Here chi-square tabulated is 0.103 and which is lesser than calculated which 3.3576 is so it is rejected at the significance level of 0.05. So the analysis says that GPRS usage is dependent on the occupation.

[6. Statements] → I decide to purchase on the basis of Advertisements



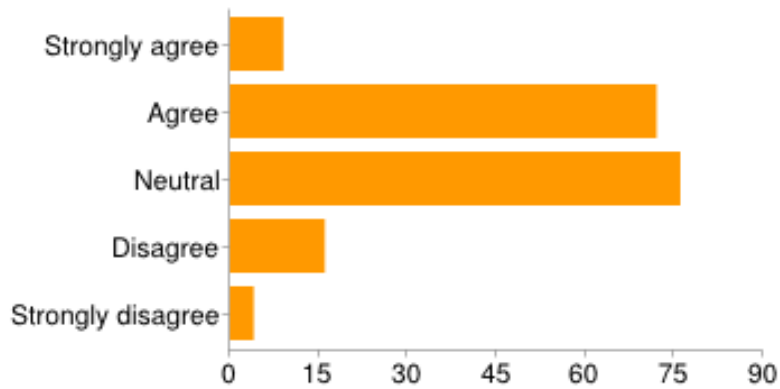
Here it can be analyzed that majority people are neutral but we can see that 23 % people are agree with the statement. So gives clear idea that somehow advertisement do effect on the mind set of consumer

[6. Statements] I always seek detailed information before purchasing any product



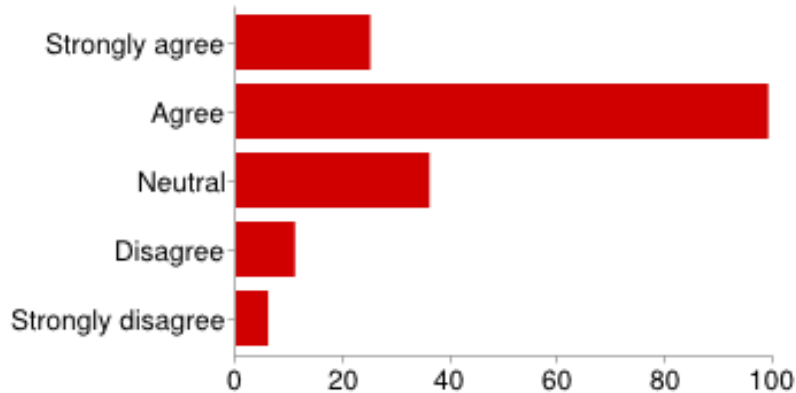
Here it can be analyzed that majority are strongly agree with this statement that they seek full information before purchasing

[6. Statements] Advertisement is the best source to decide to buy any product



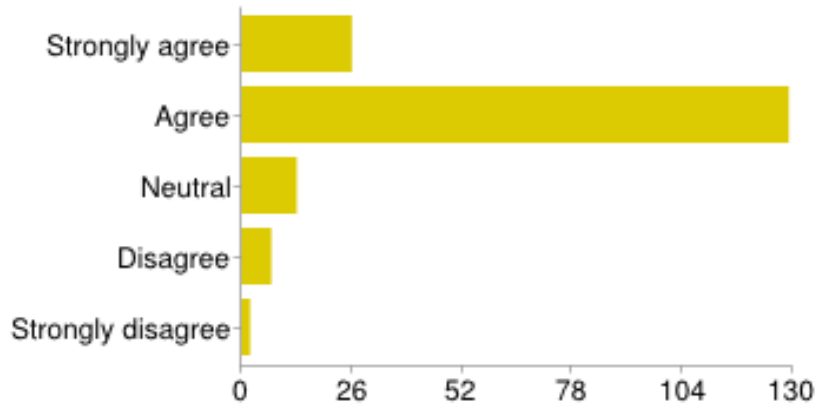
Here it can be analyzed that majority are agree and neutral so by the cross checking of question 1 and question 3 are almost same respond. So it can be clear those respondents are truly aware about the filling questionnaire

[6. Statements] I do not respond to telecaller



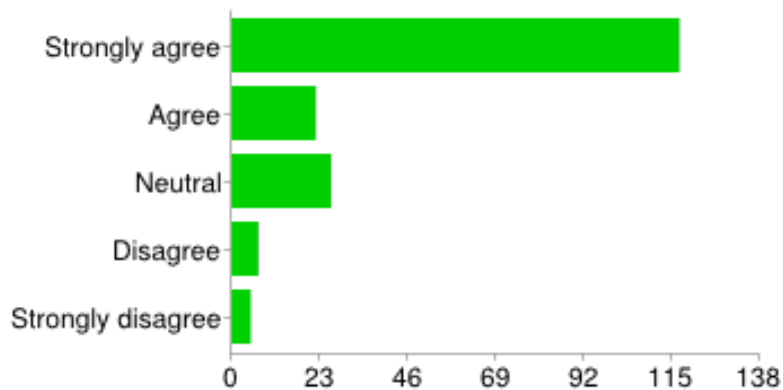
Here it can be analyzed that majority is with the option of agree and majority are strongly agree also so most of the people do not like to respond tele-callers at all.

[6. Statements] I get angry if caller calls frequently



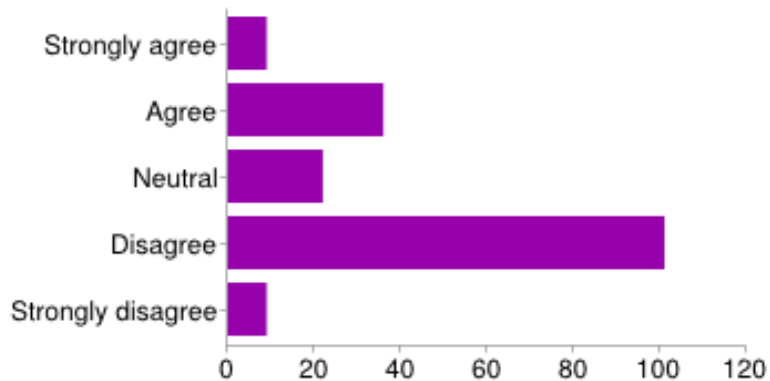
Here it can be analyzed that majority is with the option of agree and majority are strongly agree also so most of the people do not like that callers call them on the frequent basis and ask for the feedback or something as reminder for the purchasing

[6. Statements] Mobile is more than just means of communication



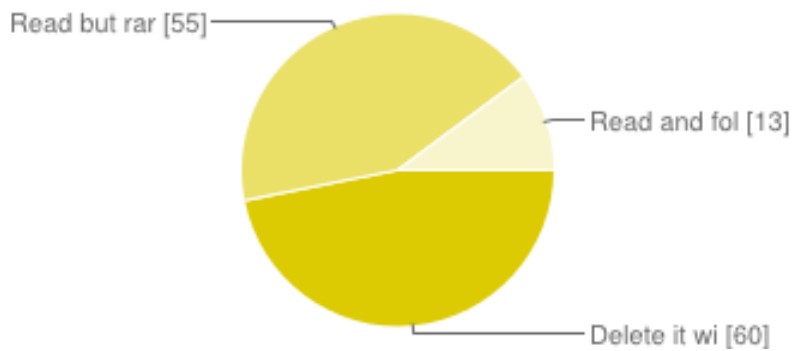
Majority are strongly agreed with the statement because they think that mobile phone can be used for entertaining perspective. And today most of the teenagers use mobile for that perspective only as camera facilities are also available.

[6. Statements] I always give response to sms



Here it can be analyzed that respondents like to delete the sms are rarely read it on the immediate basis. As they read the sms only when they get time .only students do the immediate respond to sms.

How do you currently react on receiving mobile advertising through SMS?

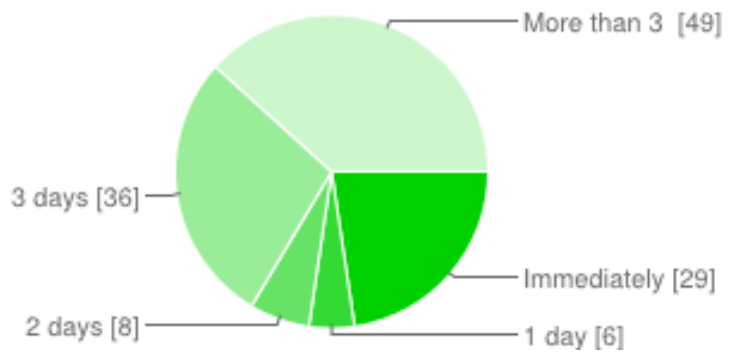


Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------------------|-----|---------|---------|--------|----------------|
| mobile_advertising_through_ Sms | 121 | 1.00 | 3.00 | 1.7391 | .69329 |
| Valid N (listwise) | 121 | | | | |

Here it can be analyzed that the more number of people like read the sms but rarely try to follow it. Mean is **1.7931** which suggests that the average is fall near by the 2nd option which is selected by many.

In how much time you delete the sms?

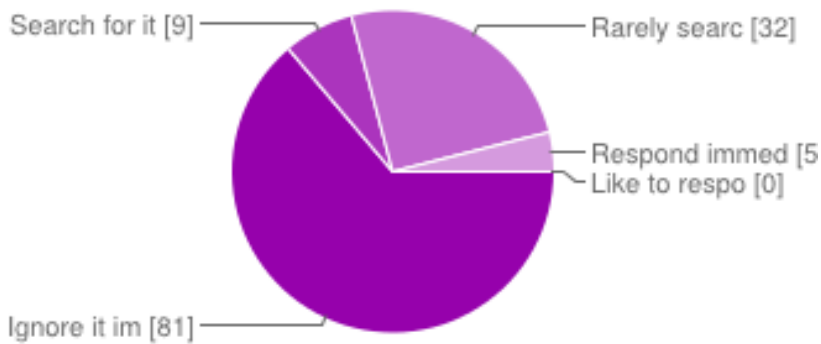


Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| Time_to_delete_sms | 121 | 1.00 | 4.00 | 1.4565 | .81757 |
| Valid N (listwise) | 121 | | | | |

Here it can analyzed that people like to ignore such sms and do not like to store it in mobile which clearly gives idea that people are not like to give response or search for it.

How do you currently react to receiving calls on mobile for advertising?

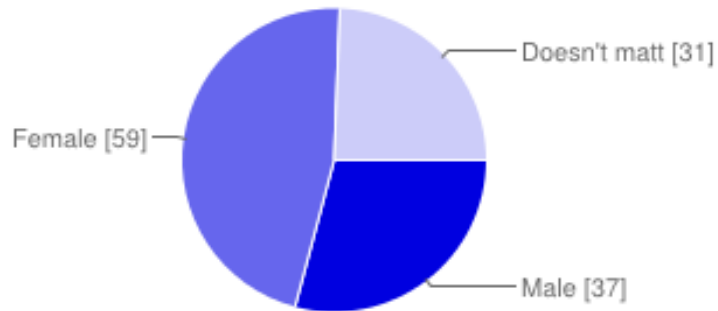


Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|----------------------------------|-----|---------|---------|--------|----------------|
| mobile_advertising_through_calls | 121 | 1.00 | 5.00 | 2.2065 | 1.40281 |
| Valid N (listwise) | 121 | | | | |

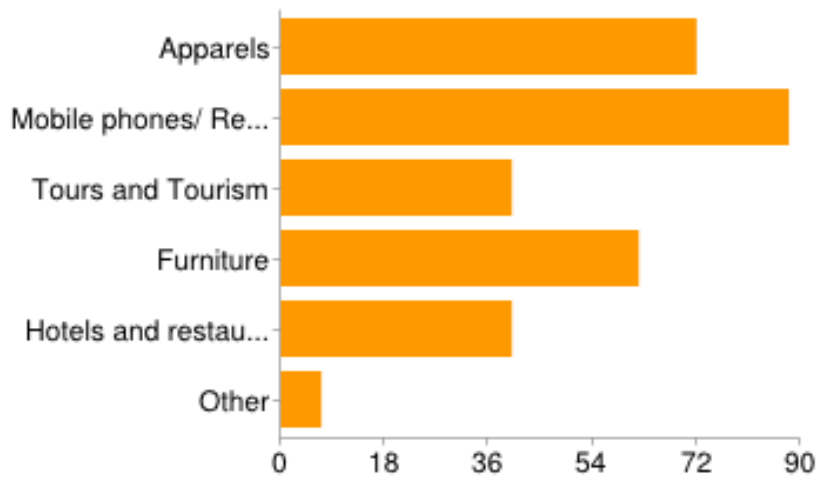
- Same as sms people like to ignore tele-callers as they ignore the callers are rarely like to search for it because mean is 2.2065 which shows the average preference of people
- By the help of behavioral questions it can be analyzed that many not like to respond tele-callers. Which is can be proved correct over here.

Give your preference regarding type of customer care executive calling you?



Here it can be analyzed that people more like to hear the voice of female than male. And females also like to respond female callers only. So marketers are hiring more female tele-callers for the tele-calling.

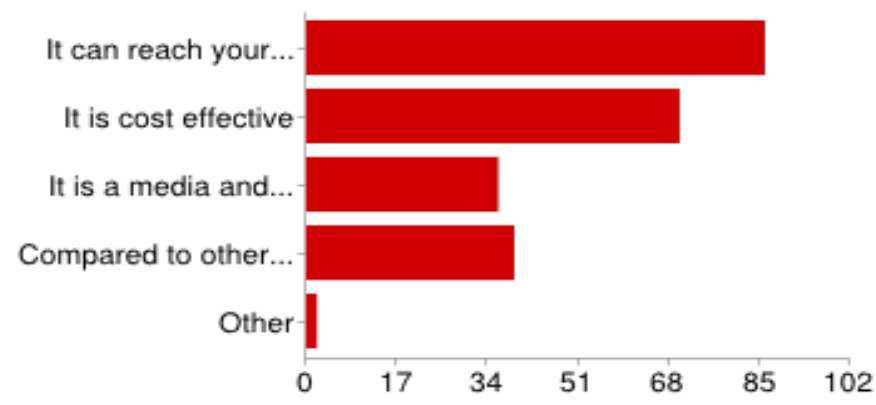
Select the product for which you like mobile marketing



| | | |
|-----------------------------------|----|-------|
| Apparels | 72 | 40.7% |
| Mobile phones/ Recharging schemes | 88 | 49.7% |
| Tours and Tourism | 40 | 22.6% |
| Furniture | 62 | 35% |
| Hotels and restaurants | 40 | 22.6% |
| Other | 7 | 4% |

- Here it can be analyzed that mobile phones recharging is more known by the people and they like to respond to that scheme.
- Tours and tourism is also growing and showing good response as we can see in the survey

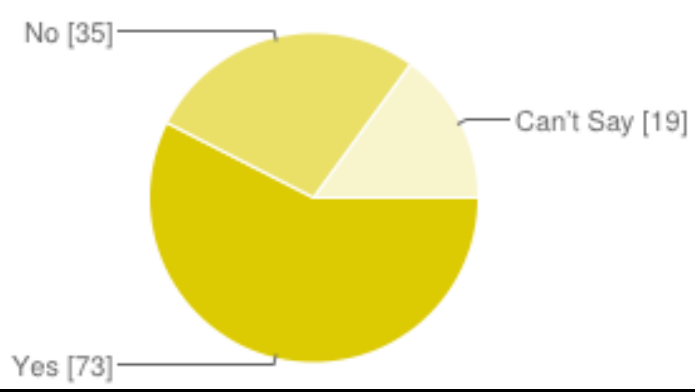
In your opinion what are the benefits of mobile marketing?



| | | |
|--|----|-------|
| It can reach your target market directly | 86 | 48.6% |
| It is cost effective | 70 | 39.5% |
| It is a media and publicity tool that can be measured | 36 | 20.3% |
| Compared to other media, it is considered more personalized. | 39 | 22% |
| Other | 2 | 1.1% |

- Here analyzed that mobile marketing is cost effective because it is more customized in less cost.
- It can reach the target market directly this is also highly mentioned by people in survey

If the prices of products and services in mobile shopping are lower than in traditional shopping, I prefer mobile shopping



| | | |
|-----------|----|-------|
| Yes | 73 | 41.2% |
| No | 35 | 19.8% |
| Can't Say | 19 | 10.7% |

Here we can see majority of people prefer mobile shopping if the prices of products and services in mobile shopping are lower than in traditional shopping.

3.1 Overall findings :

- Those customers who like to respond mobile advertising are mainly for recharging schemes and other value added services. Many of them less like to get call/sms from the apparel stores and from the hotels and restaurants.
- Many people like to respond to advertisement and also like to purchase by analyzing the features and schemes that are provided so when the service is customized it becomes more useful to customers
- People not rely on the SMS because they think that there is always some conditions apply which they do not disclose
- Majority of respondents have not registered in the DND (do not disturb service). The one of main reason is that they are not aware about that and also it makes no difference to them whether advertisement comes or not.
- People like to read the sms but they rarely go through it for mobile marketing because they generally feel that it will cost more and amount will charged. That's the main reason the to ignore the sms on the immediate basis
- Recall of the brand does not increase but sometimes it creates negative impression if mobile marketing is done on very frequent basis.
- Customers are now like to know full details before the buying the product and by the mobile advertising the detail of the product can not been known so people give less preference to mobile advertising.

3.2 Suggestions :

- Giving advertisement on Internet should be increased as many like to use internet. So by increase share of voice the marketer can divert more fund towards the internet advertising.
- People are ready to use the service of mobile marketing if people get product for less cost through purchase of mobile advertising, So marketer can give some extra benefits for using the mobile shopping which is useful for both the buyer and customer.
- Enhancing customer loyalty is the best way which can be achieve through mobile marketing by providing them services as per their choice
- Bifurcate for the information on the basis of Customers gender and occupations which is used for mobile advertising
- If customer is already using some services than provide him that services and also try to cross selling of the other service which is not used by them or at is same as the service which he is using
-
- Service providers can increase mobile marketing for the mobile recharging schemes as preference towards that option is more than other options of mobile marketing
- Marketer can introduce new schemes to customers if they feel that a particular service can be useful for the customer, but the customer is not aware about that service or not using it
- To increase the brand recall marketer can use other tools for the advertisement because if mobile advertising is done on frequent basis than it gives negative impression.

3.3 Conclusion:

- Mobile phone is a new direct marketing device that provides direct access to consumers and interacts with them in a very personal way. All GSM operators announce the launch of new mobile services, and the B2C mobile commerce and mobile marketing will be obviously becoming more popular in India. The mobile advertising, mobile Internet, mobile banking and mobile entertainment services are growing in the world and in India, GSM operators and retailers expect to benefit from these mobile marketing tools.

- According to literature survey about consumers' attitudes toward mobile marketing, Tsang et al., (2004) found that consumers generally had negative attitudes toward mobile advertising unless they have specifically consented to receive the mobile advertising messages. Bauer et al., (2005) found that consumers developed a positive attitude toward mobile marketing if mobile marketing messages were creatively designed, entertained and provided a high information value. Becker (2005) indicated that mobile marketing adoption and acceptance was on the rise. Even though it is too early to say whether mobile commerce and mobile marketing services are accepted or not in Turkey, the findings of the research conducted Turkish mobile phone users suggest that mobile phone users have positive attitudes towards mobile marketing tools except for mobile shopping.

- To come to the point, the mobile phone is rapidly becoming a practical direct marketing channel. There are some factors playing a role in improving and increasing mobile commerce. Besides mobile service quality, Bauer et al., (2005) emphasizes that entertainment value, information value and advertising content communication are some of the strongest drivers of the acceptance of the mobile phone as a marketing tool. Moreover, one of the ways to convince mobile phone users of the benefits of mobile commerce is the price of products and services. One of the implications of this survey suggests that potential mobile commerce users

have price sensitivity, and that the lower price turns out to be the most critical factor that motivates mobile phone users' adoption of mobile commerce. Furthermore, GSM operators and retailers ought to (1) get ready for the mobile revolution in commerce, (2) develop a healthy mobile commerce market, (3) create a favorable mobile shopping environment, (4) increase mobile phones' operational efficiency and customer interaction, and (5) develop effective mobile marketing mix, programs and strategies. As long as these requirements are carried out, mobile commerce adoption level will be increased. In further research, target mobile phone users, their demographic characteristics, why mobile phone users have negative attitudes toward mobile shopping, how mobile marketers change the negative attitudes, and which products and services are preferred for mobile shopping should be identified in different areas, cities and countries. Moreover, the strategies and programs for implementing mobile commerce and mobile marketing should be analyzed as well.

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Annexure

Questionnaire

The first section dealt with understanding the profile of the respondents in terms of their gender, occupation and educational status. Then I analyzed present reach of mobile marketing by observing its penetration in the consumer decision making process. Some questions are asked to understand the consumer attitude towards mobile marketing. These questions are a reflection of behavioral patterns which determined the overall attitude.

Personal Details:

What is your Name: _____

Gender: Male Female

Age: 18-23 24-29 30-35 35+

Monthly Income:

Below 15000 15000-30000

30000-45000 More than 45000

Occupation: Student
 Business Man
 Employee

Other _____

Highest Qualification:

- Post Graduate
- Graduate
- 12th Pass
- Other _____

| No | Statements | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----|--|----------------|-------|---------|----------|-------------------|
| 1 | I decide to purchase on the basis of advertisements | | | | | |
| 2 | I always seek detailed information before purchasing any product | | | | | |
| 3 | I check full details before buying any new product | | | | | |
| 4 | Advertisement is the best source to decide to buy any product | | | | | |
| 5 | I do not respond to tally callers | | | | | |
| 6 | I get angry if caller calls frequently | | | | | |
| 7 | Mobile is more than just means of communication | | | | | |
| 8 | I always give response to sms | | | | | |

- Delete it without even looking at content
- Read but rarely click or buy any follow ups
- Read and follow most of time

5. Recall of the brand increase if you get sms on mobile.

Yes No Can't say

6. In how much time you delete the sms?

- Immediately
- 1 day
- 2 days
- 3 days
- More than 3 days

7. How do you currently react to receiving calls on mobile for advertising?

- Ignore it immediately
- Search for it
- Rarely search for it
- Respond immediately
- Like to respond

8. Give your preference regarding type of customer care executive calling you?

- Male
- Female

9. Select the product for which you like mobile marketing.(You can select multiple options)

- Apparels

- Mobile phones/ Recharging schemes
- Tours and
Tourism
- Furniture
- Hotels and restaurants

10. In your opinion what are the benefits of mobile marketing? (select multiple options)

- It can reach your target market directly
- It is cost effective
- It is a media and publicity tool that can be measured
- Compared to other media, it is considered more personalized.
- Others, please specify _____

11. If the prices of products and services in mobile shopping are lower than in traditional shopping, I prefer mobile shopping

- Yes
- No
- Can't Say