# Growing Trend Of Mobile Marketing In The Sustainable Development Of Global Business

By

**Padmasri Mishra**
Full- Time Ph.D. Scholar, School of Management, Presidency University, Bangalore
Email: padmasree24@gmail.com

**Dr. D. Muniswamy**
Assistant Professor, Economics, B. J. R. Government Degree College, Narayanaguda, Vittalwadi, Hyderabad, Telangana, 500029
Email: munidasari@gmail.com

**Dr. R. Ragu Prasadh**
Assistant Professor of Marketing, SRM University, Sonipat, Haryana, (Delhi NCR)
Email: raguprasadhrajendran@yahoo.com

**Dr. Kirti Sharma**
Assistant Professor, Department UITHM (Management Cluster), Chandigarh University, Mohali, Punjab, 140413
Email: academiciankirtisharma@gmail.com

**Dr. Punamkumar Hinge**
Assistant Professor, School of Business Management, Christ University, Bangalore, Karnataka-60029
Email: punamkumar.hinge@gmail.com

**Dr. Irfan Abdul Karim Shaikh**
Assistant Professor, Faculty of Business, Bahrain Polytechnic, Isa Town, Bahrain
Email: irfan.shaikh@polytechnic.bh

## Abstract

Unlike conventional marketing, mobile devices are always accessible. Mobile phones are used more than computers for numerous reasons. Marketers have a huge potential to engage with customers anytime, anyplace due to 24/7 network and internet connection. Mobile marketing began with SMS and email and proceeded to Search Engine Marketing, website & blog-based content marketing, social media marketing, video marketing, and in-game marketing efforts. Marketers may use numerous mobile channels to target certain audience groups based on consumer comfort and marketing strategy. Modern mobile marketing efforts include mobile-optimized websites and customized emails. This chapter discusses mobile marketing's importance in organizations' marketing strategy and mobile marketing difficulties.

Aim: In order to understand the meaning that was intended, goals were devised. These goals directed the flow of information towards a variety of situations that fell under the general category of the emergence of smartphones and the applications they enabled, as well as the impact smartphones have had on consumers.

**Keywords:** Mobile Consumer, Networking, Technology , Consumer Perception and Mobile Marketing,

## Introduction

Business and marketing professionals nowadays see news, media, and advertising as immediate. Daily mobile Facebook usage is common. Emails are distributed directly to subscribers' smartphones. Mobile marketing is a key advertising strategy. That is a growing trend. It promotes goods, services, and ideas by providing time- and location-sensitive, customised information to consumers. This research paper discusses mobile marketing understanding, customer views, and comfort with mobile marketing ads. This article also examines customers' mobile marketing ad comfort. Customers said they will only agree to getting promotional messages on their mobile devices provided the content is relevant and the number of messages is reasonable to their requirements. Customers also reject this method unless the material is relevant to them. This research tried to establish what Indian and other customers enjoy and hate so organisations may adjust their mobile marketing efforts to their interests. Information and communication technology advances provide companies marketing opportunities. One of the latest technological breakthroughs that affects firms' marketing activities is mobile phone marketing. "Mobile Marketing" is become more important for marketing products, services, and ideas. Mobile marketing is sending promotional messages to target clients using mobile phones. This study will begin with mobile communication technology developments. This ensured client delight and loyalty. Due to this, old marketing paradigms have evolved into new paradigms that comply with client expectations. These paradigms, together with quickly developing technology and electronic (cyber) marketing tools, have swiftly influenced firm marketing operations, resulting in a broad array of marketing strategies and applications.

## Background Of The Study

Technology, the art of engineering, turns abstractions into tangible. It develops technologies and gadgets using applied sciences to provide operators with concrete and intangible advantages. Technology always improves. Technology is commonly used in business settings, helping them achieve their goals. Wilson (2005) defined a mobile marketing plan must be implemented regardless of whether the firm is a brand or an organisation since not doing so would give the competitors an edge. By 2014, mobile advertising accounted for 10% of media promotion spending, surpassing daily papers, magazines, and radio. Mobile marketing is constantly active, giving advertisers the chance to create interesting content, message, and a wonderful consumer experience. This distinguishes mobile marketing. Brands looking to collaborate should seek out the integration skills needed to creatively connect digital and online networking marketing with all other kinds of advertising. Despite companies spending heavily in mobile commerce and marketing, the nature and ramifications of this channel are still unclear. (Bauer et al., 2005)[1]

Mobile marketing followed Internet marketing. Each company activity's success can only be measured against its aims. Marketing has problems in an electronic world where technology supports all corporate operations and generates vast amounts of data. Mobile marketing efforts must give marketing data secrets to the company. Mobile marketing strategies create data, which is crucial for gauging performance. Mobile marketing allows quick campaign monitoring. This speedy reporting aids the marketers in seeing the efficacy of a campaign instantly, make timely choices on the next campaign content and appropriate targeting. Mobile applications, mobile websites, SMS, and email generate tonnes of data, so

---

[1] Bauer, H. H., Barnes, S. J., Reichard T. & Neumann, M. M. (2005). "Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework and Empirical Study", Journal of Electronic Commerce Research, Vol. 6, No. 3, pp. 181-192.

marketers need to determine KPIs for distinct customer journey phases and campaign goals (Stewart, 2009). Marketers must choose metrics to measure marketing objectives and compare campaign achievements to business goals (Rust et al., 2004; Strauss & Frost, 2014). Marketers can track most online behaviours with a mobile app. analyzing massive amounts of marketing data to improve user online experience and marketing efficiency is difficult. Marketing data analysis helps marketers understand client behaviour and make timely and educated choices to employ strategies for desired outcomes. Mobility is the biggest trend affecting companies, workers, and consumers today. Smartphones may search for information, shop, socialize, communicate, and relax. Mobile marketing is a new technology frontier that demands extensive investigation since it has many marketing and commercial applications. Throughout the previous two decades, experts have defined mobile marketing based on mobile technology improvements. The earliest definitions of mobile marketing focused on "one-way" communication (phone calls and brief messages from marketers to consumers), but the most current definitions include video streaming, gaming, applications, and other important areas that are at the heart of contemporary marketing techniques.



### Evolution from Traditional Viewpoint towards Customer Experience

Sayani Coomar, Mita Mehta, Arti Chandani (2016)[2] viewed that during the last decade, e-commerce has boomed, and most of us now live online. Mobile marketing has grown with e-commerce. This survey will evaluate which format internet business clients prefer. Participants completed a questionnaire, and the data was analysed using correlation and Anova, among other approaches. Convenience is one of the main reasons people shop online. Merchants may benefit from government-provided infrastructure. As clients in these places have cell phones and internet access, more research into how to reach rural markets, especially media-black ones, is possible. This might be investigated. Online businesses may tailor their websites to rural clients and provide things that will interest them. Websites may be translated into customers' native languages..

Search Engine Marketing: The customer's mobile phone is usually within reach and active even when travelling or sleeping. Customers may easily search any subject on their mobile phones due to its pervasiveness. The search engine captures the term or phrase through typing or voice recognition on the phone. Search results include paid links. These qualities make mobile phone search more appealing to customers than PC systems. Digital graphics banners are the most common display marketing choice. Like conventional banners, these banners promote branding and awareness. Yahoo, Shiksha, Gaadi.com, and other famous

---

[2]Sayani Coomar, Mita Mehta, Arti Chandani (2016) Paradigm Shift In Mobile Marketing And E-Commerce: The Indian Perspective, International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-2, Issue-6, Jun.-2016,pp.32-34

online portals and mobile applications offer banners of different sizes for their big audiences or specialty markets. Top websites display ads prominently and are mobile-friendly. iPhone launched its app store in 2008 with several mobile apps. Advertisers may buy mobile ads on the mobile ad platform. Creative visuals, real-time pictures, and rich multimedia material (video, gif, and animation) boost marketing initiatives. Prominent mobile apps for social networking, e-commerce, news, games, and other services include display banners with graphics, animation, and video content, sponsored content, and surveys. Marketers may promote to reach more customers and increase revenue. Marketers must carefully choose mobile apps, websites, and content (colours, graphics quality and content quality). App developers profit by inserting marketing information. In-app advertising gave developers and marketers a new ad spend paradigm.

### Trend of Mobile Marketing in the Sustainable Development

The marketer must first analyse their target demographic, plan and build mobile-specific marketing material, and then strategically employ SMS/MMS marketing and mobile applications to convey this information to the audience (Marketo, 2016). Mobile marketing is device-centric marketing on smartphones and tablets. Online advertisers employ analytics solutions to determine which advertisements get the most clicks and sales. Mobile phone users utilise the same method. Marketers may also monitor offline advertisements by delivering specific URLs or SMS codes in the offline ads. When visitors visit the site by entering these particular URLs, marketers know they came from an offline ad (Ferrini & Mohr, 2009). Owing to many mobile marketing possibilities and fierce rivalry among mobile advertising channels, mobile advertising campaign effectiveness study is needed (Nittala, 2011). In 2016, half of the world's population used mobile internet, and teens spent 185 minutes a day on mobile devices. With individuals spending several hours a day on their smartphones for information search, entertainment, and utility transactions, mobile ad platforms provide a big potential for companies to sell their goods and brands. Companies utilise mobile websites to promote their products and services. Mobile-accessible official blogs give crucial material and information not published on official websites. Content marketing uses mobile-friendly/responsive websites. (Pilizzi 2012). Throughout the 1970s until the 1990s, researchers and scientists utilised blogs (content) to share their research results. Marketers may capitalize on this opportunity by delivering product information, usefulness, and insights in short and lengthy stories/posts that may not be feasible on other platforms (traditional or online). B2B marketers, big and small companies, and academics say clients want a company culture shift from "selling" to "helping" (Holliman et al.2015). Websites and blogs are utilised on phones and computers for organic marketing initiatives without a budget. Yet, marketers run campaigns to attract first-time visitors, engage them with information, encourage return visits, increase interest, and drive purchases.

- Social Media Marketing: Social media is used for brand development, consumer need assessment, monitoring their reactions to the firm's goods and services, customer complains, and marketing. User initiation is important for connection development on social media (Smith & Anderson, 2018). Dialogues, interactions, and participation on social media are vital for consumers and public relations (Macnamara, 2010). Therefore marketers must design their social media approach carefully to create client relationships and accomplish corporate goals. Mobile users dominate social media traffic. Almost 50% of marketers want to use Instagram, LinkedIn, Facebook, and Twitter for their marketing initiatives.
- Short Message Services (SMS) marketing: SMS, along with phone conversations, were major communication tools in the early 21st century. Wireless communication

improves client connections, product promotions, and direct marketing. Marketers may create brief product messages. SMS marketing is simple, cheap, and effective. SMS works for feature phone users since it doesn't need internet. Marketers may now insert websites or mobile app download links with text. SMS messages invite clients to react with keywords to indicate their interest. Customers may get tailored information. These messages may prompt a response, additional information, or a purchase. Advertisers cannot disregard SMS advertising's potential in the future. SMS works for pull and push marketing and campaign optimization. Sign-up campaigns help companies build consumer databases. Segmented SMS marketing campaigns use this opt-in database. CRM and third-party systems provide SMS services and SMS campaign information to marketers. SMS marketing campaigns are tuned using open rate, click rate, bounce rate, and other metrics. Marketers utilise SMS blast on illegally obtained consumer databases, but it annoys receivers.

- E-Mail Marketing: Young people use cellphones for personal email. All major email providers provide smartphone applications. Marketers must adjust their email marketing approach based on geography, time, and audience engagement. Marketers may communicate directly with prospective consumers or monitor message history, transactions, and subscriptions. that they may readily re-sell to consumers. The email applications of all major service providers notify customers instantly and allow them to check their email without entering a password. 75% of consumers choose mobile phones for email access, while 79% prefer desktop or laptop for professional emails. 75% of Gmail users access their accounts through mobile devices, according to Google. Email marketing is inexpensive and reaches clients worldwide. Marketers like campaigns because they can include extra content and incorporate buy or subscription buttons in the email body. Marketers provide further details and insert corporate website or mobile app download links in the email body. Several ERP, E-CRM, and third-party email service providers allow marketers to execute tailored campaigns for different client groups based on their preferences and prior activities. Email campaigns may be **optimized** using delivery rate, open rate, click on link, enquiry, website visits, etc. Email blasts on massive databases can spam and anger recipients.

- Permission-based Marketing:Inaccurate, inappropriate, or annoying material may hurt marketing and consumer trust on any media platform. Businesses should avoid spamming with their marketing strategies. Customer expectations, wants, and marketing goals drive mobile marketing, but getting agreement between marketers and receivers has been the most significant. Mobile marketing should avoid annoying target consumers with unnecessary messages and alerts (Gao et al., 2010). Customer approval is essential for mobile messaging campaigns. Marketers may separate their efforts from spam by seeking permission. Mobile marketing SPAM (bulk SMS, spam emails, irrelevant product advertising, videos) threatens permission-based marketing (Broeckelmann, 2010). Customers may choose to receive offers/newsletters, control notification frequency, SMS, Email, and push alerts when registering apps and websites. Customer satisfaction depends on authorization on subject, frequency, and timing for alerts and messaging. Mobile marketing requires more opt-ins than email marketing. Customer opt-outs should be clear and simple in marketing initiatives.

- Relevance, Location, and Timeliness: Advertisers must provide accurate and timely mobile phone information to target consumers. Targeted mobile marketers must understand client intent and motivation. Mobile marketers may gather massive amounts of data and apply machine learning or advanced analytics to improve consumer engagement. Proximity or location-based marketing allows mobile marketers to target clients in a particular place. Marketers may deliver push notifications through mobile

app on order progress or marketing communications when customers are near brick-and-mortar stores based on customer locations and preferences. Location-based mobile marketing campaigns employ Facebook Places, Google Hotspot, Maps, QR codes, Blue casting, and location-specific social media sponsored ads. Marketers may analyse historical data to uncover crucial patterns like certain time slots or days for targeting a specific client demographic. Mobile restaurant searchers are more inclined to buy instantly. A research found that 85% of smartphone users buy restaurant bargains within a day. 49% of car information searchers intend to buy. Around 50% of these clients buy on the same day they research on their phones.

- Privacy: Mobile apps and websites track clients' actions. Customers and advertisers worry about the legality of mobile applications and websites storing personal or transaction data without authorization, making data privacy a major issue. Marketers or hackers may utilise transaction or personal data for identity theft or spamming, putting consumers at danger. Customers may also object to advertisers, websites, and mobile apps tracking their location and actions (Investopedia 2017). Companies engage in collecting and storing client data to improve information and services. This data boosts company sales and profitability. Customers may feel more comfortable if they may choose to share their data with the mobile app and website. Users should be able to conceal their identity or choose where to expose it on websites and mobile applications.

- Safety: All ICT tools need security. Technology-dependent mobile marketing must prioritise data and system security. Companies should codify the mobile app security strategy early in the development lifecycle rather than later (Clearbridgemobile, 2017). Customers fear identity theft and misuse. Marketing initiatives might be threatened by clients' phoney locations or dishonesty. Researchers examined security concerns and offered ways to improve consumer profile and location security.

- Mobile Campaign Management Mobile marketing platforms offer marketing campaigns. With additional data and analytical tools, marketers can better manage their SMS and email operations. Google AdWords and Facebook are famous for distributing search engine, display banner, and social media ads to internet-connected computers and smartphones. Mobile advertising platforms connect app producers and advertisers on popular mobile apps for marketing. Mobile advertising platforms connect mobile app/website producers with advertisers, according to Techopedia. Most mobile advertising systems offer an account for advertisers and give a panel to easily manage advertising campaigns without publishers or marketing teams. Tracking impressions, click-through rates, and conversions is easy for marketers. Ad platforms gather raw data and deliver interactive results to marketers. The panel lets advertisers choose their budget, bids, campaign day, time, location, and more. Mobile phones are more convenient for delivering tailored marketing since they provide more client data. Advertisers choose platforms with a big inventory to pick search advertisements, display ads on websites, and mobile app ads for their business needs. Analytics and targeting help marketers determine which ads work and which require improvement. Advertisers may monitor their CPC, CPM, CTR, and sales or conversions from different marketing initiatives. Advertisers save money, time, and effort with regular checks. Advertisers may design campaigns by buyer persona. Advertisers may choose the correct device, applications, search patterns, and keywords to reach the right consumer at the right time on the right platform. The proper mobile ad platform lets organisations create unique, high-quality ads that meet their budgets. After defining the mobile marketing strategy, marketers must choose KPIs and develop the campaign. Launch a mobile marketing campaign and gather data using inbuilt or third-party solutions. Reports identify campaign faults and fixes. Changes are made and campaign

launched after due diligence. Mobile marketing strategies are monitored to meet marketing goals.
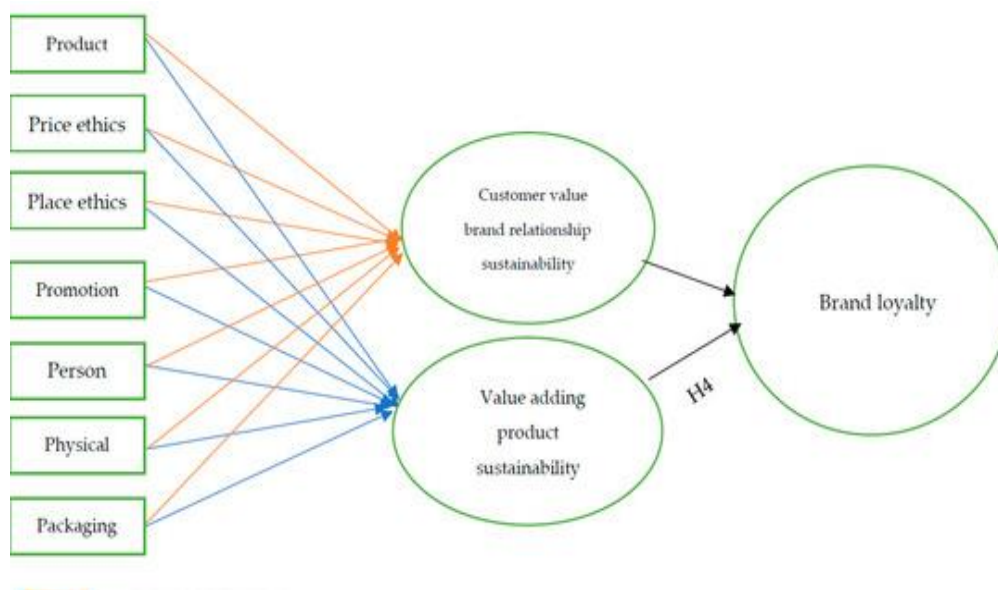


Mobile Marketing Metrics: Marketers may leverage mobile phone data including user profiles, activity logs, mobile app use, search tendencies, location, and more to strategize campaigns. Large amounts of mobile phone data are forcing firms to reconsider their marketing strategies. Statistics, computer programming, and operations research assist analytics find relevant patterns in user data and marketing messages. These patterns help measure marketing initiatives. Marketers must analyse contribution margin, cost-volume-profit analysis, marginal profit per unit sale, and campaign results. Marketers must develop a set of metrics or criteria to quantify, measure, and assess performance versus marketing goals. Marketing managers and other non-marketing workers need these KPIs or measures for company strategy. Marketers may better profile and target customers using customer profile, activity, location, and other analytics. Marketers must track client preferences. Due diligence is crucial when creating mobile website, application, email, or banner advertising creative since mistakes may hurt marketing efforts. Mobile marketing strategies are planned to achieve certain objectives, and many channels make it simpler for marketers. Parallel campaigns may accomplish goals. Banner or video ads or emails are sent to mobile web browser users browsing for products. Based on past behaviour, customers get SMS and social media ads at certain times and places. These campaigns share features and performance metrics. Marketers must carefully choose media, campaign management tools, and analytics to measure campaign effectiveness.

**Performance of Mobile Marketing:**

Marketing initiatives affect the organization's performance and consume a large percentage of its resources. In internet marketing, a campaign may be created for one set of marketing goals, but its effectiveness may affect other objectives. Online affiliate marketing strategies drive traffic to merchant websites and applications. Direct sales may occur from affiliate traffic. Customers often abandon transactions. However both successful and failed purchases raise the webpage's search engine rating. So, affiliate marketing's advantages go beyond revenue and visitors. Merchants should also consider the boost in search engine ranks. Marketing campaign performance assessment follows organisation planning and budgeting. According to the marketing strategy, marketers must balance their time, money, and efforts on

marketing activities, including mobile marketing. Organizations value the many mobile phone marketing outlets. Mobility has changed business in practically every way. Organizations must strategize and compete in mobile marketing.

Advertisers may purchase mobile website and app ads on the mobile ad platform. Google, Facebook, and other mobile advertising platforms generate accounts for advertisers and give a panel to manage ad campaigns without publisher or marketing team interaction. Tracking impressions, click-through rates, and conversions is easy for marketers. Advertisers get interactive reports from advertising systems that gather raw data. The panel lets advertisers choose their budget, bids, campaign day, time, location, and more. Publishers may generate money by delivering ads to their websites and apps through advertising platforms. Publishers advertise to prospective consumers and start the purchase cycle. These mobile advertising platforms provide marketers a big inventory of website and mobile app advertising slots and worldwide clients. They target marketers with powerful analytics and support all major operating systems.

### Importance of the study

Internet expansion raised hopes that technology and data may solve many marketing performance measuring issues. In the new context, numerous new tools and data kinds were being gathered, making marketing efforts more measurable (Wyner, 2002). Marketing performance evaluation helps determine which parts of the marketing mix need to be changed and if the company's services and concepts meet consumer and stakeholder demands. Continuous improvement improves users. Technology is helping individuals do their regular tasks. Technology has also impacted marketing. Owing to technology, customers have altered their purchasing habits, but business has also evolved, thus any consumer may become an entrepreneur. Customers are using smartphones for marketing and communication. Everyone now uses technology, not just techies. A simple guy, old citizen, housewife, teenager, illiterate, or mute person might utilise a smartphone to be engaged in our technological environment. Communication, facilities, knowledge, buying, and entrepreneurship are easy. Smartphones affect everyone. Marketers may measure the intangible advantages of their mobile marketing initiatives, such as brand recognition, customer and prospect interest in the offers, satisfaction of their questions about features, comparisons, and benefits, customer loyalty, stakeholder connections, and financial effect. These marketing goals must be quantifiable and appropriate to company marketing positions. Marketing efforts may be measured and objectives satisfied using numerous methods. Mobile marketing may help achieve marketing goals. For campaign success, marketers must monitor, modify, and manage.

### Scope of the Study

The research addresses corporate developments and the modern commercial environment. Organizations, corporations, and multinationals are using mobile commerce to sell their goods and services. Every new company has a distinctive, well-designed mobile app that millions of people use daily. Smartphone technology allows anybody to become an entrepreneur by selling items or services to customers. Voice calls, text messaging, emails, online ads, and web portals let businesses directly engage with customers. Smartphone technology allows buying tickets, paying bills, transferring cash, applying for jobs, admissions, finding places, obtaining information, and learning about any subject. Smartphone users may navigate about this commercial world electronically and hassle-free, without huge lines or wasting time, money, or energy. Astami (2013).

*Statement of the problem*

Due to the fact that mobile marketing is still a relatively new business sector, there are not a lot of published resources on the topic, nor are there any particular marketing methods. The models used in conventional marketing or digital marketing have been the ones that marketers have been using for their mobile marketing initiatives as well. Gao et al.(2010). The study done in the future has to concentrate on mobile marketing campaigns because of the increasing popularity of mobile marketing and the role it plays in marketing strategy. The advertising organisation as well as the viewpoint of the mobile marketer are the primary foci of the current study. It is possible that in the future research on the influence of mobile marketing campaigns on other entities in society, such as those in the supply chain or distribution partners, rivals, or the ultimate consumer, will also be included.

*Objectives of the Study*
1)      In order to understand the meaning that was intended, goals were devised. These goals directed the flow of information towards a variety of situations that fell under the general category of the emergence of smartphones and the applications they enabled, as well as the impact smartphones have had on consumers.
2)      To investigate the considerable influence that the many functionalities of smartphones have on their respective users.
3)      To conduct research on the regularity with which smartphone apps are used.
4)      To have an understanding of the relevance of making purchases or accessing services through a mobile device such as a smartphone.

# Research Methodology

Several established norms are a part of the society in which companies function. Along with shifts in society, technological advances, and individual preferences, the models and procedures used in businesses are also continuously undergoing change. The researchers need to use the research study to validate the new models and legislation before they can be implemented. The goal of research is to investigate a topic from a scientific perspective and come up with possible solutions in order to acquire fresh perspectives and information (Saunders et al., 2007). For this reason, while doing research, the researchers need to make use of a technique that is both methodical and scientific, and that also includes the foundation of philosophical ideas. The philosophical assumptions are a collection of paradigms that give researchers with a guideline to follow while they investigate the workings of the universe and determine the essential qualities of the human nature (Draper, 2001). The notion of conducting a performance analysis of mobile marketing campaigns is relatively new, and only a small number of studies have been carried out in this field. The studies that have previously been published center their attention on personalization, client response and reaction, social media campaign case studies, and more conventional forms of mobile marketing, such as SMS marketing and email marketing. The performance of the campaigns is evaluated by the mobile marketers, who are also responsible for the design and implementation of the campaigns, either for their own organisations or for the firms that have contracted them to do the work. Anckar, B., & D'incau, D. (2002). The mobile marketing campaigns may be run in-house at the organisation, or they can be contracted out to one or more of the numerous specialized organisations available. Either way, the research has to be carried out in the same manner. The success of a marketer's efforts may be evaluated using a variety of different metrics, which are made available to them via mobile marketing. There is a possibility that mobile marketers themselves will have a variety of preferences about the performance assessment of marketing initiatives. They might be utilizing a separate set of metrics for each of the numerous campaigns

that are being carried out in order to achieve distinct marketing goals. Conventional marketers are more likely to review the campaign data on a regular basis (weekly or monthly), and their tastes may be somewhat different from those of mobile marketing specialists. Mobile marketers have access to the crucial KPIs with the click of a mouse on their laptops or with a single touch on their mobile dashboards. This is a qualitative research that focuses on description as its primary method. The research will make use of both primary and secondary sources of information. The selection of the sample will be done using a non-probability convenience sampling approach rather than a probability sampling approach in order to acquire the main data. The non-probability convenience sampling approach is the method to use when information from each person in the sample population is not accessible. This is because convenience sampling does not rely on probability. In addition, the number of people who use smart mobile phones in the region under investigation could not be determined, and as a result, an accurate population frame for people who use mobile phone services could not be located. As a result, we will be selecting 300 sample responders from the region under investigation. Convenient random sampling technique was used in the study.

## Findings, Results And Conclusion

Mobile marketers working for advertising organisations or digital marketing professionals employed by consultancy firms each have a predetermined list of goals in mind for each of the campaigns they run. They are required to plan the campaigns via communication with the consumers. Mobile marketers have a duty to monitor the effectiveness of their efforts on a frequent basis. Due to the fact that they are mobile marketing experts, they have a tendency to place a greater emphasis on the more technical components of the campaigns. They need to choose the correct sort of mobile marketing goals, platforms, type of campaign, and analytics in cooperation with the advertising organisation. Anckar, B., & D'incau, D. (2002). The duty of providing the advertisers with a campaign status report and billing information falls on the shoulders of the mobile marketers. The conceptual framework that has been developed as a result of this study will be of use to marketers in the design and execution of their campaigns. The financial expenditures that are made in mobile marketing initiatives are also extremely significant. So, the framework for mobile marketing that has been developed as a result of this study will direct marketers to adopt ethical standards. There is a possibility that marketer organisations will be able to pay their bills with marketing platforms as well as advertising organisations in a more transparent manner. By operating in this manner, mobile marketers are able to steer clear of disputes with advertising organisations and foster partnerships that are both healthy and long-lasting.

There are 15 factors considered to measure factors influencing the customers towards the mobile marketing. The reliability of the data is tested with help of KMO and Bartlett's Test. The result is given below.

**Table 1:** *KMO and Bartlett's Test*

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.914 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3261.868 |
| | df | 105 |
| | Sig. | 0.000 |

The KMO test result shows that the data are reliable. Its value (0.914) is more than 0.8. Hence, the data collected from sample respondents are reliable. The Bartlett's Test of Sphericity also shows the data are significant (0.000). Hence, the data are taken to further interpretation

of Factors analysis.  The following table shows the communalities of the 15 statements used in the factor analysis.

**Table 2:** *Communalities*

| Factors | Initial | Extraction |
|---|---|---|
| Brand Awareness | 1.000 | 0.585 |
| Customer Engagement | 1.000 | 0.661 |
| Marketing Reach Expansion | 1.000 | 0.687 |
| Lead Generation | 1.000 | 0.587 |
| Perceived Quality | 1.000 | 0.710 |
| Customer Response and Reactions | 1.000 | 0.811 |
| Customer Acquisition | 1.000 | 0.823 |
| Lead Management/ Nurturing | 1.000 | 0.608 |
| Sales | 1.000 | 0.683 |
| Return on Investment | 1.000 | 0.740 |
| Customer Value | 1.000 | 0.698 |
| customer Retention/Loyalty | 1.000 | 0.753 |
| Thought Leadership/ Innovation | 1.000 | 0.858 |
| Competitor's Actions | 1.000 | 0.802 |
| Feedback | 1.000 | 0.855 |
| Extraction Method: Principal Component Analysis. | | |

The results of the communalities for the factors used for measuring the satisfaction are better fall between 0.585 and 0.855. As the values are around 0.5 and more, the 15 statements used are considered for further analysis for data reduction.

**Table 3:** *Total Variance Explained*

| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.224 | 48.162 | 48.162 | 7.224 | 48.162 | 48.162 | 5.178 | 34.520 | 34.520 |
| 2 | 2.596 | 17.304 | 65.467 | 2.596 | 17.304 | 65.467 | 3.412 | 22.750 | 57.270 |
| 3 | 1.041 | 6.939 | 72.405 | 1.041 | 6.939 | 72.405 | 2.270 | 15.135 | 72.405 |
| 4 | .815 | 5.432 | 77.838 | | | | | | |
| 5 | .516 | 3.438 | 81.276 | | | | | | |
| 6 | .417 | 2.781 | 84.057 | | | | | | |
| 7 | .407 | 2.712 | 86.769 | | | | | | |
| 8 | .348 | 2.320 | 89.089 | | | | | | |
| 9 | .340 | 2.267 | 91.356 | | | | | | |
| 10 | .288 | 1.921 | 93.277 | | | | | | |
| 11 | .245 | 1.634 | 94.910 | | | | | | |
| 12 | .225 | 1.498 | 96.408 | | | | | | |
| 13 | .212 | 1.412 | 97.820 | | | | | | |
| 14 | .175 | 1.165 | 98.985 | | | | | | |
| 15 | .152 | 1.015 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

Using the principal component analysis, the 15 statements are reduced to three components (The Eigen values are more than 1). The total variance explained by these 3 components is 72.40%. Hence, the final three components are taken for rotated component matrix using the Varimax Method.

**Table 4:** *Rotated Component Matrix*

| Group | Factors | Component 1 | 2 | 3 |
|---|---|---|---|---|
| Customer Desire | Return on investment | .812 | | |
| | Customer Value | .782 | | |
| | Customer Engagement | .780 | | |
| | Perceived quality | .780 | | |
| | Sales | .773 | | |
| | Marketing Reach Expansion | .763 | | |
| | Lead Management/ Nurturing | .713 | | |
| | Lead generation | .679 | | |
| Customer Retention & Loyalty | Leadership | | .911 | |
| | Feedback | | .901 | |
| | Customer retention | | .870 | |
| | Competitor's Actions | | .847 | |
| Customer Attention | Customer Response and Reactions | | | .838 |
| | Customer acquisition | | | .813 |
| | Brand Awareness | | | .544 |
| | Extraction Method: Principal Component Analysis. | | | |
| | Rotation Method: Varimax with Kaiser Normalization. | | | |
| | a. Rotation converged in 5 iterations. | | | |

The 15 statements of satisfaction are reduced into three as mentioned in the total variance explained. Based on the result of the Varimax method, the satisfaction factors are finalized into three as the. Return on investment, Customer Value, Customer Engagement, Perceived quality, Sales, Marketing Reach Expansion, Lead Management/ Nurturing, Lead generation. Leadership, Feedback, Customer retention, Competitor's Actions, of mobile marketing are grouped as Customer Retention & Loyalty. Customer attention includes Customer Response and Reactions, Customer acquisition and Brand Awareness.

## Discussion

It is necessary for the organisations to first identify the business goals, then develop a strategy, and then establish the marketing objectives. It is necessary for the marketers to determine the marketing goals in accordance with the company plan. For the purpose of measuring marketing performance, marketers are required to define the range of indicators and to establish objectives for the different metrics (Business Dictionary, 2019). Leppaniemi and Karjaluoto (2008), there is a hierarchical link between the goals of the organisation and those of the marketing department at every level. It is essential that the goals and tactics of each individual marketing campaign be unified and coordinated so that they may contribute to the achievement of the overarching marketing campaign goals (Broderick & Pickton, 2005). Many models have been established up to this point for the purpose of determining the goals of marketing communications. Lewis (1899) presented one of the most well-known AIDA models, and several writers have recommended modifications to it in their research that are now extensively applied for the sake of 45 achieving marketing goals (Strong, 1925). The aims

that a company has for promoting its goods or services to people who have the potential to become customers are known as its marketing objectives. These objectives are scheduled to be accomplished within the allotted amount of time. The marketing goals may be defined for a variety of different performance targets and markets, such as increasing profits, obtaining market share (against rivals), and customer happiness (customer orientation) (financial performance). Targets that are appropriately established by marketers have to be quantifiable, and there has to be a clear mechanism for measuring them along with well stated criteria (Belch & Belch, 2015). A product-specific marketing campaign may have as its goals increasing targeted consumers' awareness of the product, providing customers with information about the product's attributes, and persuading customers to make a purchase of the product in question. The marketing performance measurement is a complicated and difficult process because of the financial effect of marketing as well as the intangible advantages of marketing (increasing brand recognition, consumer education about product characteristics, and strengthening interaction with stakeholders).

## The implication of the study

The examination of the effectiveness of mobile marketing strategies was the primary focus of the research. As a result of the fact that the majority of respondents to the survey were from India, the findings of this study might potentially be different in other nations. Countries with a greater rate of internet and mobile phone penetration could also have a distinct set of goals and measures to measure success by. Ansari, A., & Riasi, A. (2016). This study was carried out specifically for the purpose of providing marketers with a method for analyzing the efficacy of mobile marketing efforts. The response of the client was not included in this research at any point. As a result, this investigation does not look at the opposite side of the phenomenon. This study looked at existing conditions, such as the magnitude of marketing budgets and the proportion of mobile marketing to total digital marketing budgets. Throughout the next several years, these factors could undergo significant changes. As a result, it is possible that the results of the present study won't be totally relevant in the future. The transition to digital marketing strategies is being made by an increasing number of companies, and industry experts predict that this trend will continue to gain momentum over the next several years. The research may not be able to generalize the preferences of the marketers due to the sample size that was employed for this study in a situation like this. Even for this most recent research, the sample size of the population that was analyzed was considerable. In contrast, there are not very many people in the sample. The researchers would want to think about reaching out to a greater number of respondents so that they can get a more realistic picture of mobile marketers. While doing research, making conclusions from samples of larger sizes is almost always beneficial. The current study focuses on a variety of various business fields, totaling eight in all. These fields have been considered together throughout the process. Because of the aims of the study, a more industry-specific framework is not being constructed at this time. As a result, the infrastructure for mobile marketing campaigns in a variety of sectors would also be necessary. Through further research, it could be possible to establish the industry segment-specific marketing goals as well as the preference for the different mobile marketing platforms. These platforms will also be of assistance in the process of identifying the new set of metrics.

## Conclusion

Since the data that are accessible for the many different online activities are also constantly evolving along with the technology, sophisticated tools are going to be required in order to be able to evaluate how well mobile marketing campaigns are doing. Ansari, A., &

Riasi, A. (2016).  As the chapter draws to a close, the author draws attention to the fact that as businesses become more serious about analyzing the performance of mobile marketing campaigns, their measurement and tracking mechanisms need to be related to marketing objectives and lead to cost reduction as well as improvements in results. This is an important point to emphasize because it highlights the fact that as businesses become more serious about analyzing the performance of mobile marketing. The many different online platforms that are controlled by the publishers, as well as the social media platforms, have assistance from third party tools for performance monitoring. Astami W. S. (2013).  The most important conclusions with regard to the category of the organisation, the budget, and the job duties have been provided in this chapter. This chapter presents the conclusion and summarizes the most important results.

# Reference

Alam S. S. & Yasin N. M. (2010), What factors infuence online brand trust: evidence from online tickets buyers in Malaysia. Journal of Theoretical and Applied Electronic Commerce Research, 5 (3), 78-89 Ambler, T. & Xiucun, W. (2003). Measures of marketing success: A comparison between China and the United Kingdom. Asia Pacific Journal of Management, 20, 267-281.

Ambler, T., & Riley, D. (2000). Marketing metrics: A review of performance measures in use in the UK and Spain. The Marketing Science Institute, Cambridge, MA, 1-30.

Ambler, T., Kokkinaki, F., & Puntoni, S. (2004). Assessing marketing performance: Reasons for metric selection. Journal of Marketing Management, 20(3/4), 475−498.

Anckar, B., & D'incau, D. (2002). Value creation in mobile commerce: Findings from a consumer survey. Journal of Information Technology Theory and Application (JITTA), 4(1), 43-64.

Ansari, A., & Riasi, A. (2016). Modelling and evaluating customer loyalty using neural networks: Evidence from startup insurance companies. Future Business Journal, 2(1), 15- 30.

Ashcroft, L. & Hoey, C. (2001). PR Marketing and the Internet: implications for information professionals. Library Management, 22(1/2), 68-74.

Astami W. S. (2013). Analysis of Marketing Performance Measurement Through Financial Metrics: Case Study for CN-235 Products at PT. Indonesian Aerospace. Journal of Management & Business Sciences, 4(1), 1-14.

Astami, Wulan Sari (2013). Analisis Pengukuran Kinerja Pemasaran Melalui Financial Metrics: Studi Kasus Untuk Produk CN-235 di PT. Dirgantara Indonesia. Jurnal Ilmu Manajemen & Bisnis vol. 04, no. 01. 1-14.

Bakopoulos, V., Baronello, J., & Briggs, R. (2017). How Brands Can Make Smarter Decisions in Mobile Marketing: Strategies for Improved Media-Mix Effectiveness And Questions for Future Research. Journal of Advertising Research, 57(4), 447-461.

Dick, A.S. and Basu, K. (1994), _Customer loyalty: toward an integrated conceptual framework', Journal of the Academy of Marketing Science, Vol. 22, No. 2, pp. 99-113

Drumwright, M. E. (1993). Ethical issues in advertising and sales promotion. Ethics in Marketing, N. Craig Smith and John A. Quelch, eds., Homewood, IL: Irwin, 607-625

Facchetti, A., Rangone, A., Renga, F. M., & Savoldelli, A. (2005). Mobile marketing: an analysis of key success factors and the European value chain. International Journal of Management and Decision Making, 6(1), 65-80

Gao, T., Sultan, F., & Rohm, A. J. (2010). Factors influencing Chinese youth consumers' acceptance of mobile marketing. Journal of Consumer Marketing, 27(7), 574-583

Grewal, D., Bart, Y., Spann, M., & Zubcsek, P. P. (2016). Mobile advertising: a framework and research agenda. Journal of Interactive Marketing, 34, 3-14.

Haghirian, P., Madlberger, M., &Tanuskova, A. (2005). Increasing advertising value of mobile marketing-an empirical study of antecedents. In Proceedings of the 38th annual Hawaii international conference on system sciences(pp. 32c-32c). IEEE

Ho, S. Y., & Kwok, S. H. (2002). The attraction of personalized service for users in mobile commerce: an empirical study. ACM SIGecom Exchanges, 3(4), 10-18

Jayawardhena, C., Kuckertz, A., Karjaluoto, H., & Kautonen, T. (2009). Antecedents to permission based mobile marketing: an initial examination. European journal of marketing, 43(3/4), 473-499

Kaplan, A. M. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. Business horizons, 55(2), 129-139

Leppäniemi, M., & Karjaluoto, H. (2008). Mobile marketing: From marketing strategy to mobile marketing campaign implementation. International Journal of Mobile Marketing, 3(1)

Ma, J., Suntornpithug, N., & Karaatli, G. (2009). Mobile advertising: does it work for everyone?. International Journal of Mobile Marketing, 4(2)

Narang, U., & Shankar, V. (2019). Mobile marketing 2.0: State of the art and research agenda. Marketing in a Digital World (Review of Marketing Research, 16, 97-119.

Marketo Definitive Guide Lead Generation. http://www.customerthink.com/files2/resources/Marketo_Definitive_Guide_Lead_Ge nera tion.pdf, Accessed on 12 September 2019

Nittala, R. (2011). Registering for incentivized mobile advertising: Discriminant analysis of mobile users. International Journal of Mobile Marketing, 6(1), 42-53

Strong, E. K. (1925). The psychology of selling and advertising. McGraw-Hill book Company, Incorporated