

Role of Mobile Marketing on Consumer Purchase Intention

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Abstract

Mobile marketing activities are gaining attention in today's business environment as marketers have recognized its potential in influencing purchase intention of consumers. Marketing with mobile gadgets has become dominant over traditional channels like radio, TV, and newspaper due to its interactivity nature, ability to access consumer anywhere anytime. Hence it makes mobile marketing more effective, dynamic and customized medium of marketing. It has emerged as most interactive communication channels mode between consumer and company due to its effective features like interactivity, uniqueness, localization and personalization. Message received through such medium can influence purchase intention of consumer and it can be positive or negative. This study analyzed the role of mobile marketing on consumer purchase intention. Finding of the study shows that there exists significant positive relationship between consumer attitude using mobile gadgets, their behavioural intentions and mobile marketing.

Keywords Mobile marketing, consumer behaviour, buying intentions, Mobile app, Attitude, Intentions.

1. Introduction

New technologies are changing and developing everyday and lead to change in the habits and lifestyles of the consumers. Companies have to alter and modify their strategies to deal with technology dependent users. In recent time, Mobile is used by more than 80 percent of the people all over the world and marketers must also update their strategies to reach customers. Mobile marketing is one of the new innovative technologies that is adopted by marketers and provide benefits to both consumers as well as marketer. Mobile marketing deliver advertisements, content and promotional messages to consumers regarding the product and services. Marketer must evaluate and understand some factors before sending promotional messages to consumer like irritation, convenience, information, brand image, brand security etc. that influences consumers in developing purchase intentions and this influence also varies in terms of demographic factors, personal factors like age, gender, prior experience etc.

Mobile marketing is beneficial for both consumers and marketers. In this channel, consumer gets huge variety of products and services to select and marketers get the opportunity to enhance the client base and able to access various consumers of different personalities and of different geographical locations. Marketers can send customized advertisements to the consumers according to the locations and other personality traits. Consumer find it interesting as they receive all important information, comparisons with other products within their hands. In mobile marketing, Marketers send relative information's regarding the product or services that generate interest of consumers into their product. Mobile marketing channel is fast, frequent and direct communication and provide a facility to marketer to reach millions of consumers at any time and it creates big marketing opportunities to them.

Mobile marketing is a technology that promotes customized product or services to consumer who are connected constantly with the networks. It is important that companies must focus on direct marketing i.e. one to one so that right customer can be targeted, sales can be boosted and enhance brand awareness among interested consumers. Efforts must be taken by marketers to involve

consumers in an attractive, innovative and better way to increase purchase intention and decrease negative factors that discourage purchase intentions.

2. Literature review

2.1 Mobile Marketing and Consumer Purchase Intentions

Alam, Faiz & Aftab (2015) found that consumer considered mobile phones as personal gadget and they always carry with themselves and convenient to use. Mobile marketing is now a days most effective channel of marketing that can target clearly and easily, high interactive and penetrating in nature. Consumers are adopting mobile gadgets at very fast rate and this creates big opportunities for companies to promote, market and involve them at many situations. Mobile marketing is found as more effective as compare to traditional media. This media help in understanding the criteria like irritation, information, convenience, brand image among consumers that influence them in developing purchase intention.

Chinomona and Sandada (2013) explored that due to technological developments, mobile banking industry has grown sharply and is expected to continue grow. Mobile marketing is beneficial for both marketers as well as consumers (Khalufi, 2019). Marketers can send videos or pictures of products directly, can reply to questions of consumers and are able to reach many consumers at anytime. Consumers also get information related to products and have option of various products available in the market through their phones. Marketers and consumers feel close and strong relations among them and this influence consumers purchase decisions.

Hongyan and Zhankui (2017) investigated the advertisement through mobile text by shopping apps of mobile influence on purchase intention of the consumers. Finding shows that infotainment, subjective norms and irritation are connected with attitude of consumers and in turn attitudes affect the impact of these 3 factors on the purchase intention. Marketers try high promotion focus on not just enhancement of positive influence on infotainment but also intensify the mediation effect of attitude between infotainment and purchase intention.

He, Fu, Li and Liu (2021) revealed that mobile shopping has make people's life more convenient and various option are available to them. Hence, it becomes important for marketers to retain their customer's intention to purchase. Study found that interface quality of mobile sales apps, sales promotion in apps and reliability of mobile sales apps has noteworthy positive influence on emotions of consumers. Intention of consumers in mobile shopping is positively influence by their emotions

Ene and Ozkaya (2015) explored that mobile gadgets provide the opportunities like video, text, and even voice communication to consumers anytime and anywhere. Buying decisions of consumer has shifted from fixed gadget to mobile gadgets for communication resources. Mobile advertisement also influences consumers in their decisions of purchase. Due to technological development, mobile usage is becoming high and now advertisement through mobile can reach many consumers. Influence of mobile advertisement on buying decisions may differ on the basis of content of message, consumer's selection of brand or Sender Corporation. Result shows that mobile advertising plays significant part in consumer's decisions on purchase.

Shahina & Sachitra (2021) found that mobile marketing has great influence and relevance for marketing communications as it gives access to consumer continuously anywhere and anytime especially young generation. For mobile marketing, young consumers are not homogeneous because their patterns of usage and attitudes are mostly depends on their rural or urban lifestyles, technological literacy and social background. This study analyzes the innovative marketing services of mobile on consumer attitude and purchase behavior or intention to purchase of young consumer in Sri Lanka.

H1 Mobile marketing of products positively influences the Purchase intentions of consumers.

H2 Mobile marketing of services positively influences the Purchase intentions of consumers.

2.2 Advertisements delivered on Mobile devices Influences Consumer's intention to purchase

Zhang, Yang and Zhang (2020) revealed that as mobile shopping is becoming popular day by day, shopping behavior of consumer is also no longer limited to space and time. Hence, impulse purchase has become very important. This study was conducted with the purpose to explore how consumer's impulse buy intentions are influenced with mobile shopping. This research included 3 mobile circumstances factors i.e. visual appeal, personalized recommendation and system usability. Mobile shopping is found as positive influence on impulse buy intention by influencing perceived enjoyment and perceived arousal.

Maseeh, Ashraf and Rehman (2020) analyzed the influence of digital mobile advertisements on purchase intentions of consumers. Marketers are able to communicate with customers in an interesting and interactive way. Social networking platforms on mobile also help users to share their perceptions and experience with the brands. Finding shows that people spend their lots of time on mobile apps and mostly use social media. Therefore, advertisements on these platforms can increase purchase intention of consumers with increase in sales.

Nicolaas (2016) found that mobile marketing has become the most accepted communication channel with potential consumers, specifically through text advertisements with Instant Messaging Service. This study examined the influence of mobile marketing on attitude of consumers and analyzed the effect of entertainment, credibility and information on consumer attitude to marketing through mobile. Informativeness includes advertisement ability to update consumers regarding product benefits so that consumer can get maximum satisfaction. Entertainment includes advertisements that attract consumer with fun filled or emotional pleasure. Credibility is confidence of consumer on honesty and reliability of advertisements.

Al-alak and Alnawas (2010) examined the influence of mobile marketing on attitude of consumer's and their intention towards purchase. Finding of the study shows that there is positive relationship exist between perceived entertainment, usefulness and

purchase intention and negative relationship found between extensive advertising, personal use, concern for privacy and participate intentions. Mobile devices are reaching globally and lead to dramatically changes in shopping pattern. It was observed that mobile marketing provides marketers with opportunity to get more response rate as compare to traditional media.

Singh (2019) revealed that global companies are marketing their products on mobile devices. Mobile marketing is becoming popular considerably as it is very user friendly. Marketers can provide important information regarding products to consumer without depending on space and time anymore. Growth and development of mobile and mobile users lead to the popularity of mobile marketing. Mobile marketing provide value to the product that influence the consumer's intentions of purchase.

Vachhani (2017) found that mobile marketing is the promotion of products or services through mobile devices or smartphones etc. Mobile marketing recommend products to consumer with location and time elusive, customized information that influences the consumer intentions to purchase. Voice messages, text, graphics, SMS's are some common advertisement methods for mobile marketing. Mobile devices have become important part of common man's life and marketers. Mobile marketing can influence fresh markets and target sections of consumers. Companies must focus on one to one or customized marketing to target right consumers and improved sales.

Hashim, Normalini and Sajali (2018) identifies the attitude of consumers towards mobile advertising in Malaysia and influence of this attitude in the purchase intentions of the products or services advertised. Credibility, irritation, informativeness and entertainment are the factors considered in this research. Finding of the study shows that advertisement message has high influence on attitude and usually done through mobile gadgets. Attitudes of consumers towards advertising are connected to the purchase intention of products. Marketers must focus on mobile advertising with marketing communication and can influence consumer's purchase decisions.

Goh, Ang, Tan and Oun (2020) examined the factors that influence consumer's intention to purchase through mobile advertising in Malaysia. Emotional values, incentives, credibility, informativeness, entertainment and irritation were considered in the study that influence purchase decisions. Finding of the study shows that there is noteworthy relationship among irritation, credibility, incentives, informativeness, emotional value with advertising influence except entertainment factor.

Salem and Althuwaini (2018) explored that advertising has undergone with rapid technological changes and mobile marketing is one of them. Mobile marketing facilitate easy spread of advertisement of products among consumers and help in interaction among them in easy manner. Mobile phones are the tools of direct marketing that help in communication with targeted group in any time and place. It was observed that advertisement through mobile marketing campaigns can enhance responses by 40 percent as compare to 3 percent response rate with direct mail and 1 percent with banner ads on internet. It is effective and fast for interaction between campaigns of advertising and consumers as message is directly transfer to the consumer without any hindrances.

H3 Advertisements delivered on Mobile gadgets positively influences the shopping intention of consumer.

2.3 Perceived Benefits of Mobile Marketing for Marketers and Consumers

Hymavathi (2015) found that development in technology have created new marketing channels digitally and are powerful opportunity with marketer to reach consumers by customization of content and message context. Mobile advertising or marketing allows marketers to target specifically right consumers by considering their age, geographic locations, gender etc. It was observed that mobile phones are the next big direct medium of marketing. This has also made easy for consumers to compare information in market, offerings and prices of product before taking any final purchase decision.

Uddin, Kalam, Uddin & Jaman (2019) explored the relationship between advertising through SMS and purchase intentions of consumers of mobile users. Development of high tech gadgets always brings changes in consumer's habits and lifestyles. Marketers always look for better ways to attract and reach the target consumers. Respondents are found strongly agreed that advertisements through SMS provides right and actual information. These advertisements are trustful, entertaining, personalize, reliable, exciting and funny but as excess of anything is not bad, same way excess of advertisements irritates and disturbs them. Hence, SMS advertising are found to be strong promotional weapon for the marketers.

Rai (2018) found that digital marketing is used widely by marketers now days to promote product or services and reach to the target audience irrespective of time and space. Mobile marketing is one of the form of digital marketing. Mobile gadgets provide the benefit to customers to access information related to product at any time or place. Marketers provide information of their products to target customers according to their age, gender or geographic locations. This help in providing correct information to the right customers and irrelevant advertisements can be ignored.

Bues, Steiner, Stafflage and Krafft (2017) investigated the way mobile advertising can be designed to be more effective. Study considered three main drivers i.e. personalization, location & price promotion and their influence on intentions of consumer to purchase. Finding shows that all considered drivers in the study enhance purchase intention of consumers. On comparison, price promotion is found least driver and location of getting mobile advertisement is the strongest driver of purchase intention. Personalization and location was found to be significant and personalization has little influence on purchase intention.

Salhab, Shoter and Bataineh (2016) explored that to increase sales and interaction with customers, it is important for marketers to discover new marketing channels. Huge coverage of mobile infrastructure, remarkable boost in mobile access rate, development in communication technologies and incredible growth of volume of mobile messaging leads to success of mobile marketing. Finding shows that social norms, customization, perceived easy to use and content have negative influence and credibility, entertainment and perceived usefulness have positive influence on acceptance of mobile marketing

Almobaireek and Alshumaimeri (2015) revealed that mobile marketing is growing rapidly and is found to be fastest growing approach of marketing during last decade. Study observed that more than 60 percent of the Saudi Arabia population is using smart

phones and most of them have noticed advertisements at least some of the time while using their phones. This represents that with this large number of penetration number, mobile advertising will be great option of online businesses. Some companies are already provides advertisements on mobile gadgets and are ready to grab the target market.

Sawaftah (2020) examined the influence of “Electronic Integrated Marketing Communication E-IMC” on purchase intentions of consumers. Finding shows that “E-IMC” such as online relationship marketing, sales promotions and advertising are significant forecaster of intention to purchase. It was also found that intention to purchase and E-IMC positive relationship are mediated by consumer trust. In today’s digital world, E-IMC provide the platform to marketer to interact and communicate their product features directly to the target customers and influence their intention to make purchases.

Waheed and Yang (2018) found that technology has developed tremendously and lead to shift of marketing operations to wireless communication networks due to its widespread circulation. As technology is changing, consumer purchase behavior is also changing over the past decades. This study investigated the connection between online purchase behavior of consumer and mobile marketing with the context of Pakistan. Finding of the study shows significant relation among online purchase behavior and mobile marketing. Through investigation confirmed the positive connection of each component like SMS, WAP and MMS marketing on purchase behavior of consumers.

Zengin (2018) examined the transformation in attitude towards brand and buying intention on exposure to SMS messages for advertisement. Data was collected for the study from 47 university students. Finding shows that experience to SMS advertising messages generates significantly difference on attitude of consumer for particular brand. Emotional and rational appeal on advertisement does not create significant difference. It was observed that SMS advertising positively influence consumer intention and an important option for marketer to influence consumer attitude towards their brand.

H4 Perceived benefits of Mobile Marketing positively influences the consumers purchase intention

2.4 Mobile Marketing as Effective Communication Channel

Koce and Gana (2016) revealed that explosion of mobile gadgets with acceptance by consumers has developed new opportunities of mobile marketing for marketers. Mobile marketing provide the facility to consumer to access products conveniently. It has become important channel of communication to gather and exchange information between consumer and marketer. This channel also provides opportunity to promote their products and services and attract consumers anywhere and anytime irrespective of time and location. Study found that consumer trust on advertisements decrease the perception of risk on consumer purchase intention with reference to mobile marketing.

Chee, Yee and Saudi (2018) found that mobile marketing is a new happening in the market. It was observed that in Malaysia, marketers are not able to understand consumer perceptions according to mobile marketing in terms of mobile users. This study analyzes and evaluated connection between perception and intention of consumers with respect to mobile marketing and explores the pattern, preferences, expectations and use of Mobile marketing of products and services. Finding of the study shows that perceived easy to use, perceived usefulness, perceived innovative and social influence have direct positive connection with the consumer intention to use mobile marketing.

Sekhar and Kumar (2019) studied the influence of digital marketing in purchase decisions of consumers. It was observed that consumers are well aware of digital marketing and it influence their buying decisions. As the whole world is upgrading to digital world, digital channels plays significant role to boost sales of particular products. Digital marketing promote brand with the use of digital distribution channel like mobile, tablets, laptop gadgets. Main advantage of mobile advertising was observed that it depends on low cost model.

Rekha and Jain (2018) examined that role of digital communication is realized by marketers especially mobile phones that is also considered as third screen of communication. Mobile phones allow marketers to communicate with targeted consumers with relevant, customized, measurable, specialized and interactive manner. This study deals with understanding attitude of consumer’s towards mobile marketing as well as consumer’s response for mobile advertisements. Mobile phone technology has been transformed as most significant channel of communication.

Chinomona & Sandada (2013) explored that due to fast development in technologies, sharp increase in adoption of mobile gadgets has been witnessed. Mobile marketing developments provide benefits to both consumer and marketers as consumers get the opportunity to select from variety of products and services and it influence their purchase decisions whereas marketers get the opportunity to enhance the client base as they are able to reach various consumers of different needs, identities and geographic locations. Irrespective of effective benefits and future growth forecast, mixed feelings are observed for mobile marketing. Some users have adopted mobile marketing slowly because of transactions complexities, less user friendly mobile gadgets and concerns of privacy of consumer.

Shankar (2016) examined that mobile marketing has noteworthy influence on retail sector as most of initial applications includes promotions and reminders when shopper is nearby of store or in a motion of shopping mode. Mobile communications are effective mostly when consumer, shopper and user are engaged appropriately. Marketers have to go beyond of just mobile communication and make more efforts and innovative advertisements to influence users purchase journey. Proper planning and implementation of strategies of marketing must be done to have positive impact on users purchase intentions.

Liu and Zhao (2021) found perceived quality of service and perceived value are the main factors that influence purchase intention of consumers in the app. Perceived advantages effects positively intention to purchase and perceived value in takeaway apps. According to this study, perceived risk and cost does not have any direct significant influence. This study examined and confirms the significance of perceived service quality in mobile shopping concept. Finding shows that discounts and deep promotions

offered by Business to consumer changes the purchasing decisions of consumers. Effective strategies weaken the awareness of cost and risk among consumer at the time of purchase journey and encourage expectations of advantages.

Lin and Chen (2015) revealed that mobile marketing has become effective channel of promotion and advertisements. Effective advertising through mobiles can enhance purchase intentions of consumers. This study focused on SMS advertising in mobile marketing. Finding of the study shows that credibility and perceived infotainment have significant positive influence while irritation has significant negative impact on attitude of consumers.

H5 Effectiveness of Communication through mobile marketing influences the consumer purchase intention

Conclusion

In recent times, mobile phones are found to be main medium of communication. Marketers use mobile channel for advertisements, promotions, brand awareness and interact with the consumer in such a way that it has big influence on traditional marketing communication method. Mobile marketing enable marketers to communicate directly with potential consumers by conquer the challenges of location and time. Result shows that attitude of consumer and purchase intention has positive relationship. This represent as if attitude of consumer is positive for mobile marketing then it also asserts behavioural intentions. It was suggested that companies must invest in new innovative applications of mobile gadgets that can help in advertising their goods or services in better way to attract consumers. If advertisements are given on mobile in abundance or unwanted ads then sometime mobile user delete it even before noticing it and objective of mobile marketing got failed. Therefore, marketers must take care that existing and potential consumers does not get irritated. When consumer gets advertisements of his choice it creates interest and purchase intention. Hence marketers must make strategies for advertisement and promotion very carefully so that mobile advertisement does not divert intention of consumers.

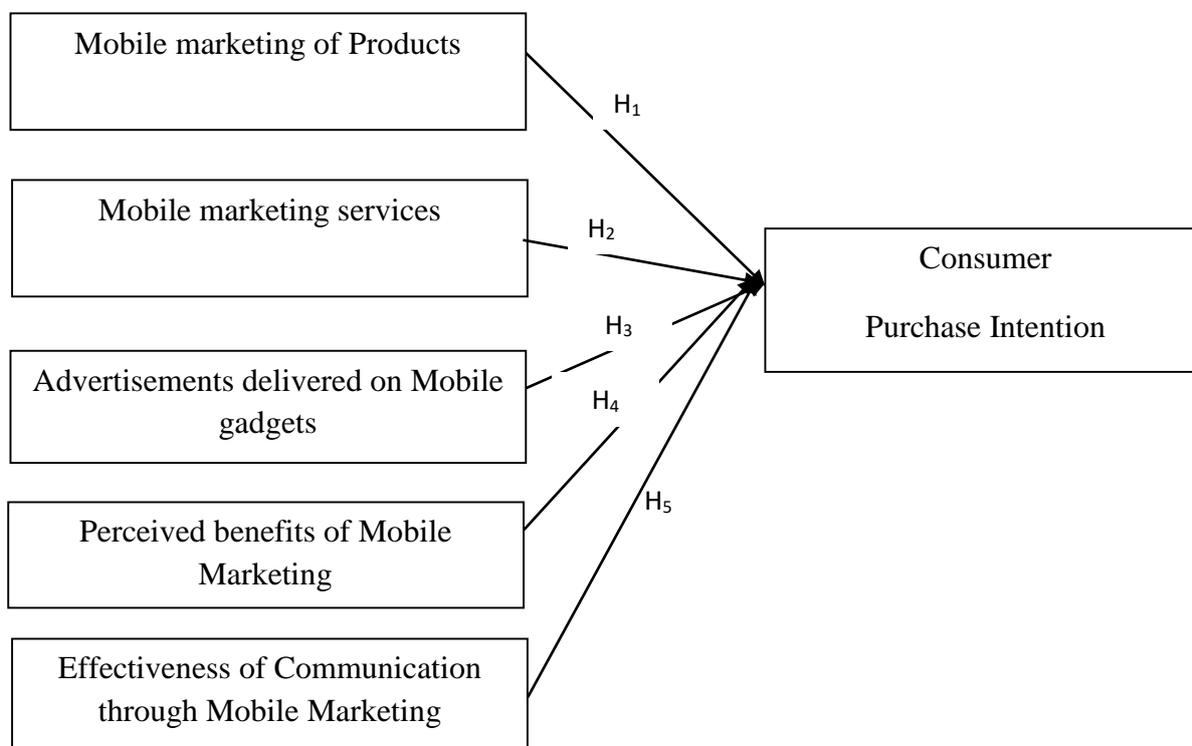


Figure 1 Theoretical Framework of the Study

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