Paradigm shift towards Mobile Marketing: A study on Consumer's Perspective

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ABSTRACT

The news, media and advertising is quite immediate in the marketing and business world, nowadays. People login to their Facebook accounts from their mobile devices several times a day, e-mails are sent directly to people's smartphones and so on. Mobile marketing is currently one of the most important tools when it comes to advertising. It provides consumers time and location sensitive information that is personalised for them, promoting goods, services and ideas. This research paper discourses the understanding of mobile marketing and the consumer's perception towards it, as well as their comfort level in receiving ads through mobile marketing.

Consumers have shown dissatisfaction when it comes to receiving commercial messages on their mobile and suggested that they will accept this only when it is relevant to them and the number of messages sent to them are reasonable. This study has tried to identify the possible factors that are liked and disliked by the consumer in India and other countries so that companies can run their mobile marketing campaigns as per the consumer's preferences.

Keywords: *Mobile Marketing, Digital Marketing, Mobile Consumer, Consumer Perception*

1. Introduction

Mobile marketing is currently one of the most important tools when it comes to advertising, promotion and good business. Mobile marketing conceptually means promoting goods, services and ideas using mobiles and nowadays it has become a necessary medium of marketing although there are reservations about its usage.

Mobile communication technology makes the instant correspondence possible and it permits expanded portability and services even to remote zones. Because of remote communication framework, mobile telephone clients can get to their messages, emails, search for information and purchase items from all around without computer devices (Yen and

Chou, 2000; Aungst and Wilson, 2005). Now that we have Data Services, Short Message Services (SMS), Multimedia Message Service (MMS), Mobile Internet, and so on, mobile is quickly turning into a practical business marketing station.

Positive industry changes have moved marketing spending plans toward mobile. Despite the brand or organization, a mobile marketing technique must be actualized on the grounds because not doing as such would give the opposition a noteworthy benefit. Before the end of 2014, mobile publicizing spoke to almost ten percent of all media promotion spending, surpassing daily papers, magazines, and radio interestingly. What makes mobile marketing one of a kind is that it is dependably on, and, all things considered, gives advertisers the steady chance to convey drawing in substance, messages, and a positive client experience. Brands ought to consider working with organizations whose incorporation mastery

can inventively align digital and online networking marketing with all other promoting endeavours. Despite the fact that organizations are putting intensely in mobile business and mobile marketing, the nature and ramifications of this channel have yet to be completely comprehended and research should be performed to know into how to use it in the best way (Bauer et al., 2005).

According to the latest report from IAMAI, titled **Mobile Internet in India 2016**, the country is estimated to have 371 million mobile internet users by June 2016. India will attract 65 million new mobile internet users coming on board during the period of six months, ending June 2016. Putting these growth figures of mobile internet users in India along-side the total number of internet users in India, mobile emerges as the clear winner. According to the previous report from IAMAI, the number of total internet users in India will reach 462 million mark by June 2016, a 31% year on year growth during the first
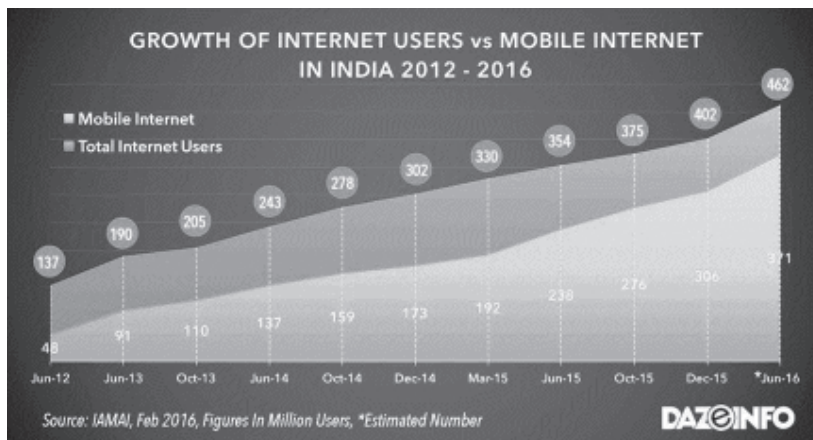

Figure 1

half of 2016. The percentage, however, is way below than the estimated 56% year on year growth in the number of mobile internet users in India during the same period. (Source: http://dazeinfo.com/2016/02/08/mobile-internet-users-in-india-2016-smartphone-adoption-2015/)

1.1 MAJOR BRANDS USING MOBILE MARKETING

BMW

Numerous worldwide auto producers have made a decent passage into mobile marketing, the most remarkable being BMW, which has attempted various incredible mobile marketing ventures. To offer more snow tires in fall 2008, BMW tire based in Germany sent tweaked MMS messages to every BMW owner explored from their client database. The message helped beneficiaries to remember the significance of snow tires in awful driving conditions. It had a customized welcoming, suggested a particular tire for their auto, gave the cost, and recorded dealerships in their general vicinity. The crusade accomplished 30% transformation rate, which is undoubtedly owing to the focused on nature of the offer to their rundown of beneficiaries.

STARBUCKS

Starbucks is another organization that grasped mobile marketing early. Starbucks attempted various diverse crusades, however in 2009; it propelled a mobile devotion battle in Mexico that saw gigantic achievement. It began with postcards that urged the beneficiary to message "Starbucks" to a short code. At the point when clients messaged in, they got a 2D standardized tag (QR codes) coupon that could be checked off the telephone in the Starbucks bistros. The offer changed every time the scanner tag was checked, so beneficiaries were urged to recover the coupon different times. Starbucks encounters a 60% recovery rate on the primary reclamation of the coupons, and the program created an engaged audience of recipients.

NASCAR

NASCAR is another huge brand that has had gigantic accomplishment with mobile marketing. NASCAR has gone in an alternate course, working specifically with the transporters, for example, Sprint to give fans uncommon NASCAR highlights on a few handsets that Sprint offers. NASCAR has likewise had accomplishment with content informing and ring tone downloads, and additionally Bluetooth area based marketing at races. NASCAR has incorporated mobile marketing with TV telecasts amid races and with its marked reality appears, NASCAR Angels.

Also, NASCAR has explored different avenues regarding mobile microsites devoted to helping its crowd spare gas. This task has incorporated a mobile coupon component that gave members rebates at Exxon Mobile and Auto Zone.

2. RISE OF MOBILE MARKETING IN RURAL INDIA

11% of India's Internet users live in rural areas. The rise of e-commerce, social media and smart education has already encouraged the rural consumer to go online. Disruption in traditional models of banking, insurance, and governance will promote will increase the relevance and penetration of Internet. A shift to a low-carbon economy, ways to connect farmers and ease of payments and business will mean that rural economy needs to be included and brands should prepare for this change. (Source: http://www.livemint.com/Consumer/6zf5fb1va3fhhbr7n73g6l/In-India-digital-would-mean-more-of-mobile-in-2016-Study.html)

The latest IAMAI report highlights that **71% of the estimated 371 million mobile internet users in India will belong to urban area.** However, the rural area still holds an enormous potential to drive the future growth of mobile internet in India. In 2015, the number of mobile internet users from rural area doubled from 2014 and in 2016 the growth percentage is estimated to outclass all the previous figures.

As the number of mobile internet users is increasing with each passing year, mobile users in India are becoming more data hungry. In 2015, the share of mobile internet spending in the average monthly bill rose to 64% from 54% in the previous year. However, this has a clear impact on the cost of accessing mobile data that fell about 18% in 2015. These changes can be attributed to the fact that with the improving mobile infrastructure and the availability of improved high-speed 3G and 4G connectivity, people are shifting to apps and internet for most of their activities. The dependency on Voice call has been reduced and people rather prefer the internet on their mobile phone to make more informed decisions.
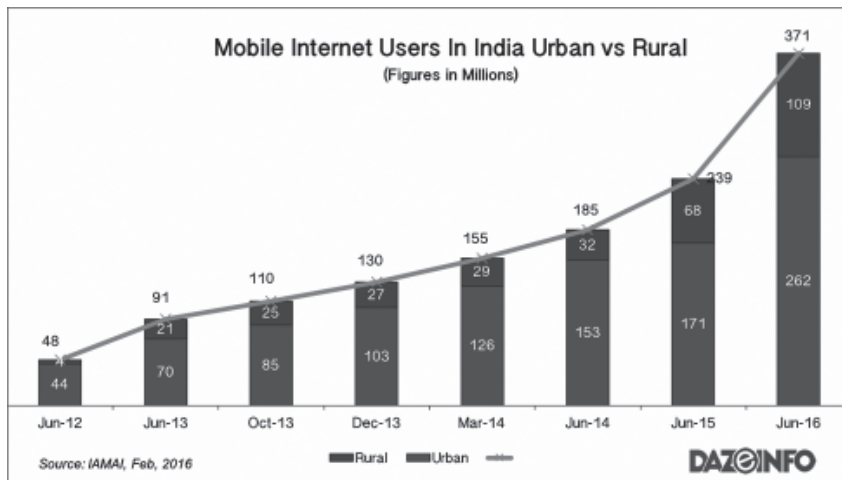

Figure - 2

In Tier 2/ 3 cities of India the consumption of mobile video content is much higher than those from urban India. According to the latest report from Cisco, Mobile video traffic in India will grow at 83% CAGR between 2015 and 2020. Video content will account for nearly 50% of total mobile data consumption in India by 2017. The report from IAMAI emphasizes on the fact that 52% of internet users from rural areas access the internet for the prime purpose of entertainment, followed by 39% for social media and 37% for communication. Interestingly, m-commerce fails completely to lure mobile users in rural areas. As rural India has been clocking more than 100% year on year growth in the number of mobile internet users and publishers are focusing more on creating video content in entertainment category nowadays, the total consumption of mobile data in the rural area would soon outpace urban India.

(Source: http://dazeinfo.com/2016/ 02/08/mobile-internet-users-in-india-2016-smartphone-adoption-2015/)

3. REVIEW OF LITERATURE

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.

Direct marketing now has reached a critical stage where innovative tools are being used to communicate the message without consent of consumer. Initial phases gave rich output in terms of advertising but now consumer has started showing its dislike for this intrusion. Consent marketing was presented as another administrative methodology in marketing communication. It has been contended that organizations advantage from persuading shoppers' consent to be reached (Marinova, Murphy and Massey 2002).

Authorization from the shopper would resolve the challenges to access the customer. Authorization is, nonetheless, not as a matter of course an assurance that the buyer focuses; it is just an entryway opener and gives a sign of the shoppers' potential interest zones.

Krishnamurthy (2001) additionally proposes a calculated system for overseeing internet promoting utilizing the consent marketing approach. Consent marketing requires the buyer to take an interest in the project by giving the authorization and the data for proceeding with the relationship. The enthusiasm for this investment emerges from the equalization of advantages (message significance and money related advantages) and costs (individual data, message preparing costs, security costs) for purchasers.

While trying to cash in on this day by day increasing trend of mobile marketing, it is important to study how consumers perceive this advertising. The major determinants that formulated the attitude of consumers pertaining to in-app advertising were found to be: involvement with the app, hindrance caused by the ad, screen size, contextualization, personalization, relevance, credibility, permission, control and incentives (Bhave et al 2013).

The key to use shared wireless media to offer customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders (Dickinger et al. 2004). 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).

4. RESEARCH METHODOLOGY

Study analyses the rise of mobile marketing in urban and rural areas and which is then compared with global perspective to know the status of mobile marketing in rest of the world. The study in rural India is qualitative work done through secondary sources whereas the study done in urban India and rest of the world has been carried out with the help of primary research amongst people with a sample size of 120 respondents consisting of the students and recent pass outs of Indian Universities. 60 respondents are from in and around Delhi as well as rest 60 are from other countries. Objectives of the study are:

• To assess the level of satisfaction of people towards the mobile marketing.

• To understand the consumer's perspective on mobile marketing.

• To compare the consumer perception towards mobile marketing in India and abroad.

Table 5.1 Demographics of Indian Respondents

AGE	FREQUENCY	PERCENTAGE
Below 16	0	0%
16 to 25	56	93.3%
26 to 35	4	6.7%
36 to 45	0	0%
46 to 55	0	0%
Above 55	0	0%
TOTAL	**60**	**100%**
OCCUPATION	**FREQUENCY**	**PERCENTAGE**
Self-employed	4	6.7%
Student	47	78.3%
Job	2	3.3%
Working Professional	5	8.3%
Homemaker	2	3.3%
Other	0	0%
TOTAL	**60**	**100%**
GENDER	**FREQUENCY**	**PERCENTAGE**
Male	30	50%
Female	30	50%
TOTAL	**60**	**100%**

Table 5.2 Demographics of Global Respondents

AGE	FREQUENCY	PERCENTAGE
Below 16	0	0%
16 to 25	54	90%
26 to 35	6	10%
36 to 45	0	0%
46 to 55	0	0%
Above 55	0	0%
TOTAL	**60**	**100%**
OCCUPATION	**FREQUENCY**	**PERCENTAGE**
Self-employed	2	3.3%
Student	44	73.3%
Job	0	0%
Working Professional	13	21.7%
Homemaker	0	0%
Other	1	1.7%
TOTAL	**60**	**100%**
COUNTRY	**FREQUENCY**	**PERCENTAGE**
USA	11	18.3%
Mexico	5	8.3%
Canada	2	3.3%

Puerto Rico	3	5.0%
Pakistan	5	8.3%
South Korea	3	5.0%
China	5	8.3%
Taiwan	5	8.3%
Brazil	5	8.3%
Japan	6	10.0%
Gibraltar	3	5.0%
Kyrgyzstan	4	6.7%
Hong Kong	3	5.0%
TOTAL	**60**	**100%**

5. DATA ANALYSIS

5.1 DEMOGRAPHIC INDICATORS

The age of both Indian and Global respondents is in between 16 to 35 while majority of them are in 16 to 25 age group. The sample size of Indian respondents is divided equally as males and females (i.e., 50% males and 50% females). Majority of respondents in both the questionnaires are Students, followed by Working Professionals. The 60 global respondents are from 13 countries – 11 from USA and average of 4 from rest of the countries.

5.2 NUMBER OF PEOPLE RECEIVING ADVERTISEMENTS ON MOBILE

Table 5.3 Indian Respondents

YES/NO	FREQUENCY	PERCENTAGE
No	2	3.3%
Yes	58	96.7%
TOTAL	**60**	**100%**

Table 5.4 Global Respondents

YES/NO	FREQUENCY	PERCENTAGE
No	5	8.3%
Yes	55	91.7%
TOTAL	**60**	**100%**

In India, 97% of the respondents said they receive advertisements while among global respondents, 92% receive advertisements. Therefore, it can be inferred that people not receiving advertisements either get filtered messages from their service provider or they pay money to not receive any ads.

5.3 NUMBER OF PEOPLE ALLOWING PUSH NOTIFICATIONS ON MOBILE

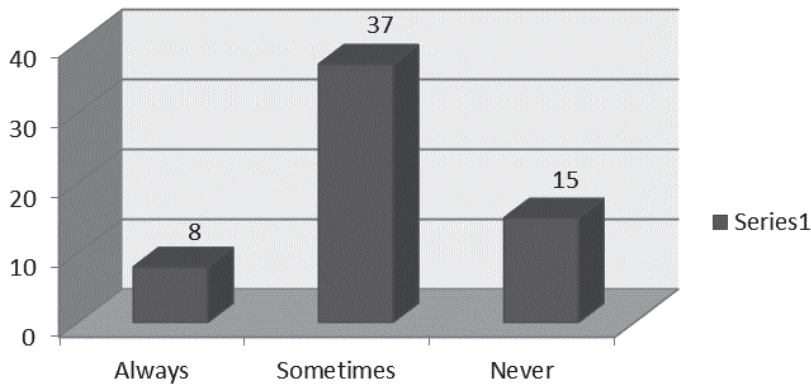## Number of people allowing push notifications on mobile

Figure 5.1 Indian Respondents

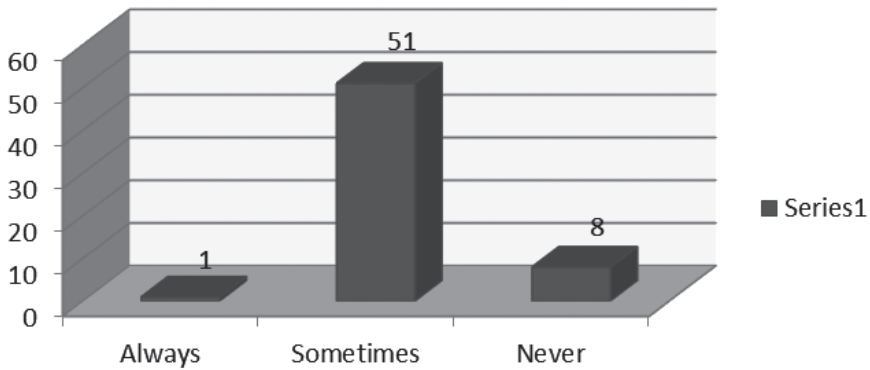## Number of people allowing push notifications on mobile

Figure 5.2 Global Respondents

75% of the Indian respondents and 87% of the Global respondents said they allow push notifications on their mobile whereas rest of them never allow the push notifications. If compared from the previous question, it can be inferred that 22% of the Indian respondents and 5% of the Global respondents receive either SMS or Voice advertisements.

5.4 ACCEPTANCE OF ADVERTISEMENTS IF SENDERS SEEK PRIOR PERMISSION

Table 5.5 Indian Respondents

YES/NO	FREQUENCY	PERCENTAGE
No	8	13.3%
Yes	52	86.7%
TOTAL	**60**	**100%**

Table 5.6 Global Respondents

OPTIONS	FREQUENCY	PERCENTAGE
No	3	5%
Yes	57	95%
TOTAL	**60**	**100%**

87% of the Indian respondents are not comfortable receiving advertisements even if the senders seek prior permission from them, whereas only 5% of the global respondents are uncomfortable receiving advertisements after they have given permission to the sender. As per the study done by Marinova, Murphy and Massey in 2002 (Refer Page 5) it is easier to access consumers if their permission is taken before sending them the commercial messages. This has been proven true with these responses. Also, it shows that people in rest of the world are more welcoming towards information regarding new offers or products once their permission has been taken.

5.5 BENEFITS OF ACCEPTING ADVERTISEMENTS ON MOBILE

Table 5.7 Indian Respondents

BENEFITS	FREQUENCY	MEAN
Offers discount	38	0.63
Instant Awareness	37	0.62
Easy to share message	14	0.23
Other	0	0.00

Table 5.8 Global Respondents

BENEFITS	FREQUENCY	MEAN
Offers discount	37	0.6
Instant Awareness	29	0.48
Easy to share message	18	0.30
Other	0	0.00

Discount Offers is the benefit that maximum number of respondents receive through mobile marketing advertisements, closely followed by Instant Awareness which pretty true in case of mobile advertisements
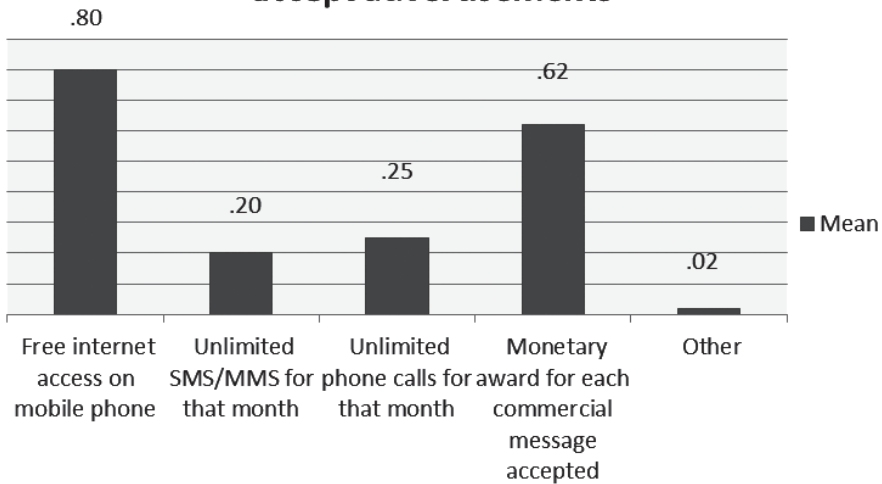
5.6 INCENTIVES THAT CAN ENCOURAGE PEOPLE TO ACCEPT ADVERTISEMENTS

Figure 5.3 Indian Respondents

Figure 5.4 Global Respondents

In the Indian survey, maximum number of respondents would like get Free Internet access as incentive to allow receiving advertisements on their mobile, closely followed by Unlimited Calls. Maximum number of global respondents also chose to get Free Internet access; however, the second best incentive they chose was a Monetary Award.

5.7 PREFERENCE MATRIX

Table 5.9 Indian Respondents

STATEMENTS	FACTORS	MEAN VALUES	PREFERENCE MATRIX				
			1	2	3	4	5
It is likely for me to accept mobile marketing if the marketing messages provide information value to me.	Information Value	2.4	18.30%	38%	28.30%	15%	0%
It is likely for me to accept mobile marketing if my mobile service provider monitors and filters the messages.	Filtered Messages	2.45	21.70%	28.30%	33.30%	16.70%	0%
It is likely for me to accept mobile marketing if the number of messages sent to me are reasonable.	Reasonable No. of Messages	2.58	8.30%	40%	37%	15%	0%
If I am satisfied with a product/service, I am likely to share with my family/friends.	Share if Satisfied	2.53	15%	36.70%	33.30%	10%	5%
If I am dissatisfied with a product/service, I am likely to share with my family/friends.	Share if Dissatisfied	2.8	15%	23.30%	36.70%	16.70%	8.30%
I am afraid I will receive spam messages if I agree to accept advertising message on mobile phone.	Receive Spam Messages	2.38	21.70%	35%	28.30%	13.30%	1.70%

As per the mean values, reasonable number of messages with a mean of 2.58 is being selected by the sample size of 60 Indian respondents. This indicates that 40% of people are in favour mobile marketing only if the sender sends reasonable number of messages.

Another factor "Information Value" got 38% in 2 point scale which is a positive response.

The above graph shows the comparison of all the 6 factors together worth their highest ranks, for instance, first is "reasonable no. of messages" with 40%.

Second is "information value" with 38%, third is "share if satisfied" with 36.7% on 2 point scale. Fourth is "share if dissatisfied" with 36.7% on 3 point scale which is a neutral response. Fifth is "receive spam messages" with 35% on 2 point scale and sixth is "filtered messages" with 33.3% on 3 point scale. This indicates that people wish to receive reasonable number of messages in a day. Therefore, companies should take care of this factor while sending promotional messages to people.

Table 5.10 Global Respondents

STATEMENTS	FACTORS	MEAN VALUES	PREFERENCE MATRIX				
			1	2	3	4	5
It is likely for me to accept mobile marketing if the marketing messages provide information value to me.	Information Value	3.18	5%	30%	26.7%	18.3%	20%
It is likely for me to accept mobile marketing if my mobile service provider monitors and filters the messages.	Filtered Messages	2.77	16.7%	18.3%	41.7%	18.3%	5%
It is likely for me to accept mobile marketing if the number of messages sent to me are reasonable.	Reasonable No. of Messages	3.13	13.3%	18.3%	20%	38.3%	10%
If I am satisfied with a product/service, I am likely to share with my family/friends.	Share if Satisfied	2.52	20%	43.3%	11.7%	15%	10%
If I am dissatisfied with a product/service, I am likely to share with my family/friends.	Share if Dissatisfied	2.7	26.7%	31.7%	8.3%	11.7%	21.7%
I am afraid I will receive spam messages if I agree to accept advertising message on mobile phone.	Receive Spam Messages	2.18	51.7%	13.3%	15%	5%	15%

As per the mean values, information value with a mean of 3.18 is being selected by the sample size of 60 Global respondents. However, if we look at the responses according to the percentage from scale 1-5, "Receive spam messages" was selected the most by 51.7% of the global respondents on 1 point scale which means strongly positive response. That means 51.7% of the respondents do not favour mobile marketing as they are afraid to receive spam messages.

Another factor "Share if satisfied" got 43.3% in 2 point scale which is a positive response.

The above graph shows the comparison of all the 6 factors together worth their highest ranks, for instance, first is "receive spam messages" with 51.7%.

Second is "share if satisfied" with 43.3%, third is "filtered messages" with 41.7% on 3 point scale which is a neutral response. Fourth is "share if dissatisfied" with 31.7% on 2 point scale. Fifth is "Information value" with 30% on 2 point scale and sixth is "reasonable number of messages" with 38.3% on 4 point scale which is a negative response.

This indicates that people need information that is of much value to them, to accept the ads. Also, they are afraid to receive spam messages, unlikely of Indian respondents.
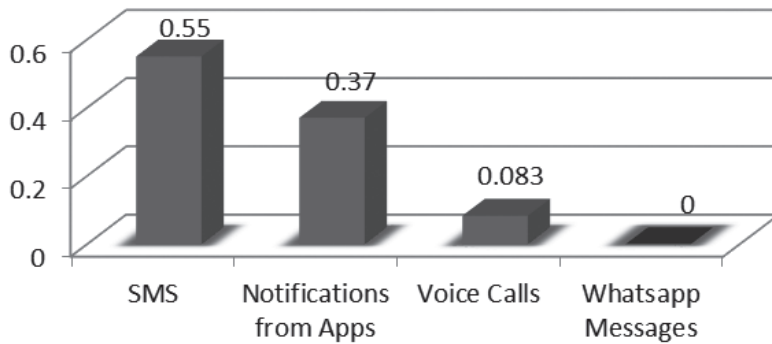
5.8 ANALYSIS OF VARIOUS MODES OF RECEIVING ADS

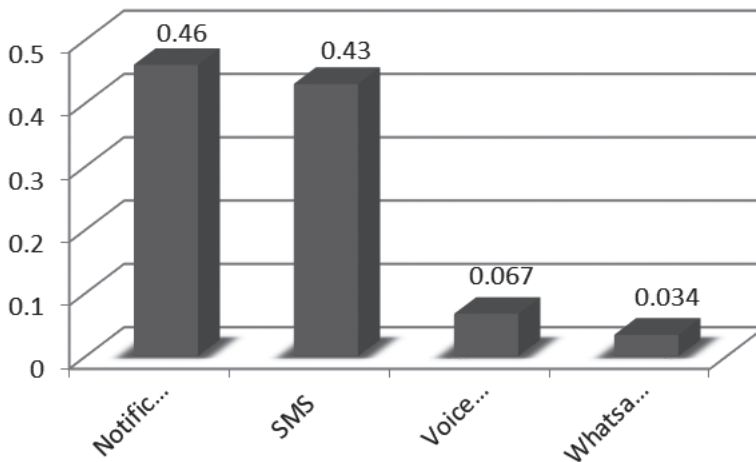**Figure 5.5** Indian Respondents

Figure 5.6 Global Respondents

This is a rank analysis of various modes of receiving Ads. Indian respondents receive ads mostly through SMS (55%) and Notifications from Apps (36.7%). Therefore, Rank I is taken by SMS and Rank II by Notifications from Apps.

Global Respondents receive ads mostly through Notifications from Apps (46.7%) and SMS (43.3%). Therefore, Rank I is taken by Notifications from Apps and Rank II is taken by SMS.

Voice Calls and Whatsapp Messages got Rank III and Rank IV respectively in both India and abroad.

5.9 RELATIONSHIP BETWEEN OCCUPATION AND PERMITTING PUSH NOTIFICATIONS ON MOBILE

Table 5.11 Indian Respondents

PARTICULARS	Allowance to push notifications from apps		
Occupation	ALWAYS	SOMETIMES	NEVER
Self-Employed	2%	0%	5%
Student	10%	52%	17%
Job	0%	3%	0%
Working Professional	2%	3%	3%
Homemaker	0%	3%	0%
Other	0%	0%	0%

Table 5.12 Global Respondents

PARTICULARS	Allowance to push notifications from apps		
Occupation	ALWAYS	SOMETIMES	NEVER
Self-Employed	0%	2%	2%
Student	2%	67%	5%
Job	0%	0%	0%
Working Professional	0%	17%	5%
Homemaker	0%	0%	0%
Other	0%	0%	2%

Amongst Indian respondents, most students have chosen the midway to this question saying they allow push notifications sometimes. Self-employed people, however, are extremists. While 2% said they always allow push notifications (can be news), 5% said they never allow push notifications. Global respondents are diplomatic and said they allow push notifications sometimes, depending on the App and its usefulness.

5.10 RELATIONSHIP BETWEEN LEVEL OF COMFORT IN RECEIVING ADS AND PAYMENT OF MONEY FOR REMOVING ADS
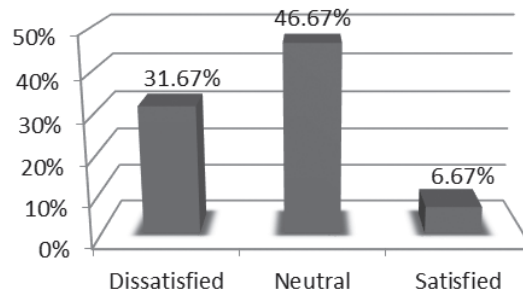
Never paid money to remove ads

Figure 5.7 Indian Respondents
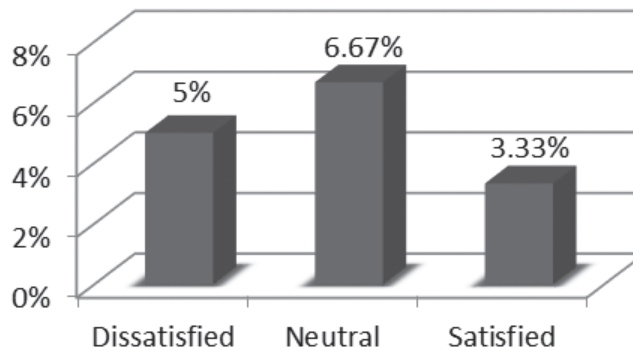
Paid Money to remove ads

Figure 5.8 Global Respondents

31.67% of the Indian respondents have never paid money to remove ads and are therefore, dissatisfied in receiving commercial messages on mobile. 46.67% of the respondents stand neutral and 6.67% are satisfied. Whereas, 3.3% of the respondents who have paid money to remove ads are satisfied with the ads they receive on mobile. However, 5% of the ones who have paid money are still dissatisfied. Surprisingly in the global survey, none of them who have paid money to remove ads are satisfied with the advertisements they receive on mobile. Also, 58.3% of the respondents who have never paid money are dissatisfied, with only 5% being satisfied. Probably, 5% are the ones who don't bother about the commercial messages they receive.

5.11 RELATIONSHIP BETWEEN FORM OF RECEIVING ADS THAT DISTURBS AND INCENTIVES FOR ACCEPTING ADS

Table 5.13 Indian Respondents

PARTICULARS Incentives to accept ads	Disturbing Form of receiving advertisements			
	Notifications from Apps	SMS	Voice Calls	Whatsapp Messages
Unlimited SMS/MMS for that month	11.67%	6.67%	5%	3.33%
Monetary award for each commercial message accepted	11.67%	11.67%	8.33%	3.33%
Unlimited phone calls for that month	15%	16.67%	13.33%	1.67%
Free internet access	25%	28.33%	25%	1.67%
Other	0%	0%	0%	0%

Table 5.14 Global Respondents

PARTICULARS Incentives to accept ads	Disturbing Form of receiving advertisements			
	Notifications from Apps	SMS	Voice Calls	Whatsapp Messages
Unlimited SMS/MMS for that month	5%	8.30%	6.7%	0%
Unlimited phone calls for that month	13.3%	5%	6.7%	0%
Monetary award for each commercial message accepted	25%	15%	13.3%	8.3%
Free internet access	41.7%	15%	15%	8.3%
Other	0%	0%	0%	0%

Amongst the Indian respondents, 25% of the people who get disturb most by the Notifications from Apps said they are willing to accept those ads if they are given free internet access as incentive, followed by unlimited phone calls. Similar is the case with people who get disturb most by SMS (28.33%) and Voice Calls (25%). However, 3.33% of the respondents who get disturb most by whatsapp ads are willing to accept them if they get unlimited SMS/MMS and monetary award.

In the global survey, respondents getting disturbed from any of the four mediums of receiving commercial messages look for free internet access as incentive followed by monetary award for accepting each commercial message.

3. OBSERVATIONS AND FINDINGS

Major findings are listed below:

- Conducting this survey with Indians and people from 13 other countries was a good choice as it gave a broader aspect to the study and comparing the

Indian mobile market scenario with that of the world was much easier.

- In India, 97% of the respondents said they receive advertisements while among global respondents, 92% receive advertisements. Therefore, it can be inferred that people not receiving advertisements either get filtered messages from their service provider or they pay money to not receive any ads.

- 87% of the Indian respondents are not comfortable receiving advertisements even if the senders seek prior permission from them, whereas only 5% of the global respondents are uncomfortable receiving advertisements after they have given permission to the sender. This shows that people in rest of the world are more welcoming towards information regarding new offers or products once their permission has been taken.

- Discount Offers is the benefit that maximum number of respondents receive through mobile marketing advertisements, closely followed by Instant Awareness which pretty true in case of mobile advertisements. Thus, companies mostly offer discounts when they send a commercial message to a person.

- In the Indian survey, maximum number of respondents would like get Free Internet access as incentive to allow receiving advertisements on their mobile, closely followed by Unlimited Calls. Maximum number of global respondents also chose to get Free Internet access; however, the second best incentive they chose was a Monetary Award.

- This survey revealed that the 3 most important factors in making people accept the advertisements on their phone are – Giving free internet access to them, unlimited phone calls and monetary awards for each commercial message.

- The 2 most common modes of receiving advertisements in India and rest of the world are Notifications from Apps and SMS.

4. CONCLUSION

Mobile Marketing is the most used technique of informing consumers by the companies, which soon might be replaced by other technology in the digital world. Many of the e-commerce companies have now turned to only mobile functional i.e., earlier they had websites where people used to shop but then they shifted to only mobile applications. One notable example is Myntra.

The primary survey conducted for the purpose of analysing the consumer's perspective on mobile marketing in India and 13 other countries gave pretty good information of the satisfaction level of customers. The survey results reveal that people are not very happy with receiving too many commercial messages on their phone. A study done by Heinonen & Strandvik in 2003 says that a mobile

phone is considered a device for personal use and generally nobody prefers to be disturbed with irrelevant advertisements. This has been proved true with the responses in this survey and the case has been same with the respondents of almost all the countries.

As per the study done by Marinova, Murphy and Massey in 2002 it is easier to access consumers if their permission is taken before sending them the commercial messages. This study has also been proven true through this survey. 87% of the Indian respondents and 95% of the global respondents said they would happily accept receiving advertisements if the sender takes prior permission from them.

5. RECOMMENDATIONS

Companies using mobile marketing as a tool for advertising their products and services should take prior permission from the consumers before sending the commercial notifications or messages. This way, the consumer will select only relevant categories and would genuinely pay attention to whatever the company sends on their mobile.

Companies should make sure they do not send too many messages to the existing or potential customer as this can be annoying. People have preferred to receive reasonable number of messages in a day.

Moreover, sending an email is always a better option than an SMS. Since, mobile is considered a personal device, people generally don't prefer to receive too many SMS or Notifications from the Apps installed. Therefore, most of the messages sent through these mediums go unnoticed.

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