Mobile Marketing - A Tool for Building Customer Loyalty

C.Uthaiya [1] Dr.Sivanthi Aditanar [2]
[1, 2] Department of Management Studies
[1] Assistant Professor, Aditanar College of Engineering, Tiruchendur
[2] Professor, Aditanar College of Engineering, Tiruchendur

Abstract- *Mobile marketing enables us to make our marketing messages more interactive and actionable, which has a direct impact on the bottom line. It simplifies interaction between the brand and the customer, making it much easier for our customers to interact with our brand. It removes some of the barriers that previously prevented people from responding to our marketing message and from taking the call to action. Mobile marketing can increase customer loyalty by providing customers with timely and informative information. The aim of this paper is to explore mobile marketing and how it can contribute to customer loyalty. The study was conducted to identify the main methods of mobile marketing used by companies, to identify how much contact is pushed on customers by companies, determine the perceptions of mobile marketing and overall determine how mobile marketing contributes to customer loyalty and establish how companies can improve the implementation of mobile marketing.*

Keywords- Mobile marketing, customer loyalty, informative information

I. INTRODUCTION

Mobile phones are the most ubiquitous personal item personal item in the world. Over the years the mobile phone has become an increasingly attractive product, with added features and functions. There are 4.77 billion mobile users in the world's population. While the primary function of a mobile phone is to enable users to talk to each other, the popularity of other mobile phone services, such as short messaging services (SMS), have grown very rapidly. Today, the mobile phone is central to the lives of most consumers, including the lives of young teens. It is a device many consumers cannot seem to do without; they always have it on and check it almost everywhere they go. For these consumers, the mobile phone is not only a personal device used to stay connected with friends and family, but also an extension of their personality and individuality. Paradoxically, while consumers adopt mobile phones to enhance their private and social lives, marketers see mobile phones as a marketing channel. Mobile marketing is really the most personal direct marketing channel out there because of the variety of communication options it opens for us to reach a specific consumer with a specific message. It leverages the power of standard direct marketing techniques and makes the message consumable and immediately actionable with one device. Mobile marketing offers a bevy of creative marketing opportunities because the responses to our calls to action can come in a variety of different media and are uniquely trackable to one specific user. Information you get via mobile tracking can add dimension to your understanding of the customer's preferences and enables you to vary the channels of communication so customers don't feel overwhelmed.

OBJECTIVES OF THE STUDY

☐ To examine the effectiveness of mobile marketing on customer loyalty.

☐ To identify the main methods of mobile marketing used by companies

☐ To determine customers perceptions of mobile marketing

☐ To determine how mobile marketing contributes to customer loyalty

RESEARCH METHODOLOGY

Sources of Data

For the research work the data has been collected from both primary and secondary sources.

Sampling Method

For the selection of sample convenient sampling method was adopted.

Sample Size

For the study a sample of 75 customers has been selected

Tool for Data Analysis

Simple percentage, Mean, Standard Deviation, and weighted average method were used to analyze the primary data.

ANALYSIS AND INTERPRETATION

The analysis and the interpretation covers
1. Personal profile of the respondents
2. Respondents opinion about Mobile marketing tools
3. Level of Contact by a company
4. Customer perception about mobile marketing

PERSONAL PROFILE OF THE RESPONDENTS

The personal aspects such as gender, age, marital status, educational qualification, occupation, monthly income of the respondents have been analyzed and are presented in Table 1

Table 1
Personal Profile of the Respondents

Factors	Gender	No. of Respondent	Percentage
Gender	Male	29	39
	Female	46	**61**
Age (years)	Up to 25	31	**41**
	25-35	15	20
	35-45	14	19
	Above 45	15	20
Marital Status	Married	43	**57**
	Unmarried	32	43
Educational Qualification	SSLC	32	**43**
	+2	17	23
	Graduates	19	25
	Post graduates	7	9
Occupation	Private	14	19
	Government	7	9
	Home Maker	12	16
	Self employed	22	**29**
	Students	20	27
Monthly Income (Rs)	Less than10000	5	7
	10000-15000	17	23
	15000-20000	11	15
	Above 20000	42	**55**

Source: Primary data

- 61 per cent of the respondents were Female

- 41 per cent of the respondents were in the age group of up to 25 years.
- 57 per cent of the respondents were married.
- 43 per cent of the respondents were with the educational qualification as SSLC
- 29 per cent of the respondents were Self employed
- 55 per cent of the respondents have more than Rs 20,000 as monthly income.

II RESPONDENTS OPINION ABOUT MOBILE MARKETING TOOLS

Respondents' opinion about mobile marketing tools like SMS, Mobile App, Social Media, and Location based messages and others are presented in table 2.

Table 2
Respondent Opinion about method of mobile marketing tool used by company

S.No	Marketing Tools	Yes	No
1	SMS	49 (65)	26 (35)
2	Mobile App	45 (60)	30 (40)
3	Social Media	52 (69)	23 (31)
4	Location Based messages	12 (16)	63 (84)
5	Others	24 (32)	51 (68)
6	Never been contacted	10 (13)	65 (87)

Source: Primary data

(Figures within brackets indicate percentage)

Table 2 exhibits that more number of respondent were aware of SMS, Social media, Mobile App, less number of respondent were aware of location based messages and 10 per cent of the respondent are never been contacted.

III. LEVEL OF CONTACT BY A COMPANY

Respondents' opinion about level of contact by a company about basic information, promotion material and discounts are presented in table 3.

Table 3
Level of Contact by a company

Factor	Opinion	Mean	SD
Basic Information	Daily	1.3	1.78
	3 Times per week	2.1	4.29
	1 Per week	5.4	9.65
	Once a Month	4.8	8.58
	I prefer not to be contacted	1.4	2.5
Promotion material	Daily	2.2	3.93
	3 Times per week	3.8	6.79
	1 Per week	5.8	10.37
	Once a Month	1.4	2.5
	I prefer not to be contacted	1.8	3.21
Discounts	Daily	6.2	11.44
	3 Times per week	2.3	3.92
	1 Per week	3.2	5.36
	Once a Month	2.1	3.57
	I prefer not to be contacted	1.2	2.14

Source: Primary data

It is inferred that respondents felt that the company should provide basic information "1 per week" since its average score is high (5.4) as compared to the other factor.

The respondents felt that the company should provide promotion related information "1 per week" since its average score is high (5.8) as compared to the other factor.

The respondents felt that the company should provide Discount related information "Daily" since its average score is high (5.8) as compared to the other factor.

IV RANK THE CUSTOMER PERCEPTION ABOUT MOBILE MARKETING

Respondents' opinion about their perception about mobile marketing is ranked and shown in table 4.

Table 4
Rank the Customer perception about mobile marketing

Factors	SA	A	N	D	SDA	Total	Rank
I receive personalized messages from companies	34	19	6	9	7	289	IV
When I receive offers through my mobile I always use them	23	37	2	8	5	290	III
I regularly encounter problems opting out from SMS	6	9	26	22	12	200	VI
My perception of mobile marketing has improved	36	24	2	8	5	303	I
Using mobile marketing tools increases my loyalty towards a particular company	27	22	10	9	7	278	V
Mobile marketing tools used by companies' increases my intention to buy	32	19	11	8	5	290	III
I would encourage my family and friends to use/sign up to mobile marketing services	29	21	17	5	3	293	II

Source: Primary data
(SA- Strongly Agree A- Agree N - Neither agree nor disagree D- Disagree SDA - Strongly disagree)

The respondent rank first for "My perception of mobile marketing has improved" followed by "I would encourage my family and friends to use/sign up to mobile marketing services", "Mobile marketing tools used by companies' increases my intention to buy", "When I receive offers through my mobile I always use them", "I receive personalized messages from companies", "Using mobile marketing tools increases my loyalty towards a particular company", "I regularly encounter problems opting out from SMS".

FINDINGS

The findings of the study are given below;
- 61 per cent of the respondents were Female
- 41 per cent of the respondents were in the age group of up to 25 years.
- 57 per cent of the respondents were married.
- 43 per cent of the respondents were with the educational qualification as SSLC
- 29 per cent of the respondents were Self employed
- 55 per cent of the respondents have more than Rs 20,000 as monthly income.
- The more number of respondent were aware of SMS (65%), Social media (69%), Mobile App (60%).
- The respondents felt that the company should provide basic information "1 per week", promotion related information "1 per week" and Discount related information "Daily".
- The respondent felt that their perception of mobile marketing has improved.

SUGGESTION

☐ Perceptions of mobile marketing will always have both positive and negative images, and it is up to the individual companies to select and use mobile marketing tools to change customers' minds and to enhance their perception of mobile marketing.

☐ Customer Loyalty is achieved through contact with the customer and providing them with discounts and offers through a personalised medium. This will make the customer feel that they are individually valued by the company and will in turn increase their loyalty.

☐ Companies need to consider optimising their websites or begin introducing mobile websites as the survey results show a significant number of respondents utilise the internet on their mobile phones.

III. CONCLUSION

Mobile marketing has proven to be a successful marketing tool, which needs some attention in order not to push too much unwanted information on customers. Generally, the perception of mobile marketing has improved and respondents also indicated mobile marketing tools increases their loyalty to companies and increases their intention to buy. Companies also agreed mobile marketing is the way of the future. Indeed the way people are now communicating with each other is changing and it is up to the individual companies to keep up to date with the various mobile marketing tools available.

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