

ROLE OF MOBILE MARKETING STRATEGY IN ONLINE SALES BUSINESS.

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ABSTRACT: Over the last decade, online spending has skyrocketed. Consumers can buy everything they need online, from food to essentials for the home or office. But what makes online consumerism so appealing, and more importantly, what makes us click the checkout button? Some 34 years ago, in 1979, Michael Aldrich, working for Tesco piloted a system, enabling transaction processing between consumers and businesses. This was the first demonstrated concept of what would come to be known as e-commerce. Almost two decades later emerged what would become two of the most dominant online players, Amazon and E-bay. Since those early days, e-commerce has slowly but consistently taken a larger proportion of consumer time and spend. This surge in online spending has led to e-commerce encroaching on the doorstep of the traditional bricks and mortar shopping mall.

Keywords: culture, media, smart phones advertisement and innovations.

INTRODUCTION

Mobile marketing is a relatively inexpensive strategy for attracting consumers into making purchasing decisions through messages and offers on smartphones (Pershad and Azar 419). Successful strategies for targeting consumers through smartphones depend on the willingness of consumers to participate. While research on mobile marketing is relatively new, developments in communications technologies have sparked a growing interest in studying the effects of mobile advertisements on consumers. Online marketers distribute advertisements through “pull-based” services requiring an application of various techniques. Consumers with apps downloaded onto their smartphones connect to online retail stores for a unique shopping experience. Shopping via mobile phone allows consumers to use multiple channels with greater ease. Online retailers often provide a list of recommended products based on search information. Consumers can also customize their shopping experience.

Consumers receive advertisements for suggested products that may complement items bought from a specific retailer. Mobile marketing affects consumer behavior by advertising products based on product searches or purchasing decisions identified by

pull-based services. These services draw from search engine information specific to an online retailer and assume that consumers who want to purchase one brand will purchase a related product made by either the same or a competing brand. Whether the types of technological innovations used to devise mobile marketing strategies have a wide acceptance among consumers refers to their usage based on information available about brands and products.

CONSUMER BEHAVIOR

Consumers are influenced by their environment. This environment could be a family member who recently purchased a similar headset, a recent traffic ticket for not using a device hands-free, or even something as simple as reading rave reviews about the product.

There are several thoughts on the behavior of consumers while they shop. Some consumers are believed to be information gatherers. This type of consumer gathers all the information they can on the top products in their buying category, and makes a decision based on research, while the others are ready to purchase now. As business owners, we want the “buy now” folks to come to our site immediately, however there is something to be said about the research consumer. This is a point in online marketing where you need to recognize how far into your site the consumer is reaching. If you notice that several of your potential buyers make it to the product details page and then leave, you may have found your next marketing project. Give consumers the information they desire regardless of the type of buyer they are. This will cover all of your bases.

Last but not least is product importance to the user or ranking. Ranking purchases in order of importance is seen more prevalent online, mainly because the product is not in front of the buyer, as it is in a store. Mobile shopping gives the customer time to pause and think about how much they need your product before they buy. Adjusting your marketing strategy to show the consumer reasons why your product holds significant importance in their lives may increase your earnings.

With the help of mobile, we've all shopped online at one time or another. Marketing to the right consumers is always important, but finding the psychology behind what drives your buyer to purchase your product is essential to your brand. Keep your eyes and ears open to what customers are saying. They are the key to an effective marketing strategy.

FACTORS WHICH AFFECT MARKETING STRATEGY

The study of consumers in the digital age can help your business improve your marketing strategies by taking a look at some of the reasons why buyers head online to purchase as opposed to going to the store. There are a few key factors to look for when creating a marketing plan that influences a consumer.

- Understanding of how consumers feel, reason and select products for their use
- How consumers are influenced by their environment, culture, media
- Behavior of the consumer while they shop
- Product importance for the consumer or ranking

These factors may be obvious for some marketers, but taking just one of these ideas and changing the product's online strategy may prove to change the entire scope of the consumer reach.

TECHNOLOGY ACCEPTANCE

Acceptance of new technologies influences consumer behavior. In particular, the effects of mobile marketing on brand promotion depends on how online retailers construct what some researchers defined as "perceived ease-of-use" and "information quality" (Biswas and Roy 96). Internet usage at home and on smartphones depends on consumer acceptance of technological innovations. Consumer attitudes towards mobile technologies have a relationship with purchasing decisions made while visiting online retailers.

SOCIAL NETWORK AND MOBILE MARKETING

Having an account from a social networking site like Facebook or Twitter also influences the effects of mobile marketing on brand promotion. Especially on personal Facebook pages, users observe a wide variety of advertisements for sales on consumer products based on information searches. Social media evolve as technological innovations continue to gain entrance in global consumer markets. Because of how social media have gained importance as communication tools, mobile marketing strategies rely on content creation, material distribution, and knowledge sharing (Biswas and Das 98). Moreover, online consumer behavior through social media relies on individual behaviors and attitudes.

As social media provide a strong platform for providing consumers with information that initiates purchasing behaviors, mobile marketing strategies also affect these behaviors after purchasing a specific product . For example, consumers may choose to purchase environmentally friendly, or “green,” products from seeing social media advertisements found on smartphones. Other contextual factors used for developing appropriate marketing strategies to advertise green products on smartphones include opinions from peers and source credibility. Brand information about the makes and models of green products also influences the effects of mobile marketing on consumer behavior. Thus, some brands that market green products via smartphones influence overall business outcomes for different industrial sectors

DRAWBACK OF MOBILE/ ONLINE MARKETING

The experience of shopping at an online retailer varies according to perceived ease of use and information quality. In some cases, the experience of shopping at a particular online retailer through a mobile phone is so negative that consumers prefer to make purchasing decisions at physical retail outlets.

Regarding information quality, some consumers may find that visiting a physical retail store results in a more fulfilling shopping experience. Consumers who acquire the relevant information needed to purchase make accurate purchasing decisions may find that some online retailers have a very low information quality. Mobile marketing, in other

words, has its limits in assuming that online retailers will apply advertising techniques in a uniform manner.

IMPACT ON RETAIL MARKET

People goes to retail shops only to see the product and note specifications. Retailers are taking up the issue with the government, as e-commerce sites are adversely affecting the sales. E-commerce firms are giving huge discounts and shoppers come to stores asking for such discounts. Retailers cannot give these due to their cost structures.

CONCLUSION

There is no doubt that every person is dependent on mobile. Off course consumer tries to purchase products though mobile/ online for his/her benefit and it is also time saving. Consumers with enough information about a brand that markets itself and its products as environmentally friendly but has a proven track record to the contrary will likely have negative reactions. Perceptions of false advertisement may lead consumers to find better alternatives. As a result, firms who use mobile marketing strategies to advertise environmentally friendly products face significant and often credible challenges from conscious consumers.

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