



Mobile Marketing and Consumer Behaviour on Present Research Trend

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Abstract— This article suggests thoughts for future research in Mobile Marketing and Consumer Behavior. It looks at a group of recent articles published from 2008 to 2022. A total of 226 articles were studied, and 59 of these focused on Consumer Behavior. The researchers examined these articles to identify questions for future studies in this area. The articles on Consumer Behavior were divided into different categories: 1) Acceptance & Adoption: These articles often discussed SMS, Mobile Advertising, Mobile Shopping, and new technologies. 2) Trust: They explored how expectation plays a position in mobile marketing. 3) Satisfaction & Loyalty: They looked at whether consumers were satisfied and loyal to mobile marketing efforts. 4) Attitudes towards mobile marketing: These articles examined how consumers felt about mobile marketing. 5) Value Creation: They focused on how mobile marketing creates value for consumers. By comparative their findings with previously research, its concluded: a) Mobile marketing research has been consistent in quantity. b) Interest in this field is increasing. c) Mobile marketing is still a new and promising field with many research opportunities. The researchers also noted that recent articles have not explored newer technologies like Bluetooth, NFC, and GPS-based location services enough. They propose that prospect research should focus more on more these technologies in the context of mobile marketing. In summary, this article encourages more research in mobile marketing, especially in understanding consumer behavior and exploring new technologies
Keywords: Mobile marketing, Mobile marketing, Mobile consumer behaviour, Research agenda.

I. INTRODUCTION

Marketing experts continually adjust their strategies to align with the changing behaviors and habits of consumers. especially smart phones, become increasingly widespread,

they are becoming an integral part of everyday life. in the united states, 89% of the population uses mobile phones [16], highlighting their widespread adoption. this ubiquity underscores the potential of mobile devices as one of the most commonly owned personal items worldwide [22]. businesses that have productively incorporated e-commerce into their promotion strategy now view mobile marketing as a promising avenue to engage consumers through a new communication channel.

Notwithstanding this, there has been incomplete educational focus on how this technology-driven form of marketing influences consumer behavior. our recent sympathetic in this region is therefore limited, necessitating additional research. this article aims to guide future research by developing a research agenda focused on understanding consumer behaviour in mobile marketing. in its approach to mobile marketing, the company aims to improve the overall customer experience based on their purchasing behavior.

II. LITERATURE REVIEW:-

Mobile marketing, as defined by the Mobile Marketing Association, refers to "a position of practices that enable organization to exchange a few words and appoint with their addressees in an interactive and appropriate manner through any mobile appliance or mobile network" [5].

What sets mobile marketing apart from traditional mediums like TV, radio, and newspapers is its high interactivity. Unlike web-based marketing, mobile marketing provides continuous access to consumers "anytime and anywhere," making is one most of the energetic, efficient, and modified forms of marketing [19]. Mobile of marketing encompasses various practices and technologies such as SMS, mobile internet, voice calls,

mobile email, Bluetooth, and includes concepts like mobile advertising, SMS marketing, mobile averaging, and location-based marketing.

To illustrate the impact of mobile marketing, we'll highlight how Starbucks [10] and Target [11] have incorporated this practice into their promotion strategies. At Starbucks, customers enrolled

Mobile marketing leverages the potential of mobile devices, which have quickly become essential items for many teenagers and young adults [13], who keep their phones close at hand and see them as status symbols. Similarly, adults view their mobile phones as highly personal tools [17]. For businesses, mobile marketing offers the enticing prospect of establishing a direct and continuous connection with consumers, fostering more frequent interactions with the brand, potentially leading to increased long-term sales and a competitive edge. This appeal is particularly strong when targeting younger consumers, who are often difficult to reach through traditional communication channels [7].

However, realizing the full potential of mobile marketing poses challenges. Many obstacles related to consumer behavior remain unresolved. It's a fact that momentous digits of consumers carry their mobile phones daily, creating a potential communication pipeline between companies and consumers. The challenge lies in bridging these two access points by motivating consumers to grant access to their mobile phones for privileged communication. Another challenge is managing how consumers perceive and respond to company communications, ensuring they don't feel overly intrusive on such a personal device. These challenges underscore the relevance, timeliness, and necessity of research in this area. Mobile Marketing Research has recently gained educational interest. A review of academic research from 2000 to 2018 across seven well-known academic online databases revealed only three articles published in 3000, with an average of 49 articles per year in the last five years [18]. This scarcity underscores the emerging nature of the field. Consumer behavior in mobile marketing emerged as a crucial area, covering over half (55.4%) of the articles published over nine years. Other categories included theoretical articles defining mobile marketing concepts, strategy articles focusing on design and revenue models, and legal and public policy articles addressing consumer policy issues. While this classification provides a comprehensive view of nine years of research, it hasn't been updated recently and lacks research topics to guide future studies. This article aims to address this gap by reviewing recent mobile marketing literature and highlighting key in their marketing program receive text messages and mobile coupons offering discounts at nearby branches. Starbucks also engages in mobile social networking, allowing customers to "check-in" using their phones, compete for rewards, and connect with others [21]. Some locations even allow customers to use their phones for payments. Similarly, Target offers mobile coupons and location-based promotions, where iPhone users receive loyalty points and instant coupons upon entering selected stores [14]. Target clientele can also utilize their phone

Category	2008	2009	2023	Total
Theory	12	9	6	27
Strategy	21	10	7	38
Consumer Behavior	20	21	11	53
Legal Issues & Public Policy	2	4	2	8
Total	55	45	26	126

cameras as UPC scanners for faster shopping and personalized ads based on his/her preferences are reachable via any mobile device. These examples illustrate how mobile marketing is revolutionizing consumer engagement and on condition that businesses with new traditions to attach and interact with their intention audience

III.METHODOLOGY

Classification Model

We opted to use a recent classification that was already published on the topic of mobile marketing and that already incorporated consumer behavior, the focus of our research. This classification successfully presents an overview of mobile marketing research topics during the 2000-2008 periods. It divides research into four categories: theory, strategy, consumer behavior, and legal issues & public policy. The consumer behavior category is then divided into five sub-categories: Acceptance & Adoption, Trust, Satisfaction & Loyalty, Attitudes, and Perceived Value and Value Creation. We evaluated that it provided an adequate reference for the purposes of our research. The Acceptance & Adoption sub-category provided an important amount of research questions. We decided to group them under five topics that emerged naturally from our analysis of the articles. The resulting consumer behavior in mobile marketing research classification model is as follows:

- Acceptance & Adoption
- Short Message Service (SMS)
- Mobile Advertising
- Mobile Shopping
- Conceptual
- Technologies
- Trust
- Satisfaction & Loyalty
- Attitudes
- Perceived Value & Value Creation

IV.DATA COLLECTION AND ANALYSIS

Having defined the categories and subcategories of our classification model, we then proceeded to find relevant peer-reviewed articles on the subject of mobile marketing. We searched in several academic databases, namely ABI inform, EBSCO host, Emerald, IEEE Explore, Science direct, and Wiley inderscience with the keywords

presented in Table 1 and which were suggested by previous research. Initial data collection took place from September 2023 to November 2023 and then was updated from January 2011 to February 2011 in order to account for all articles published in 2023.

Table 1 - Keywords used in the data collection

Keyword	Abbreviated Keyword
Mobile marketing	m-marketing
Mobile commerce	m-commerce
Mobile advertising	m-advertising
Mobile consumer	m-consumer
Mobile business	m-business
Mobile services	m-services
Short Message Service Marketing	SMS marketing

Isolating academic peer-reviewed journals, we elected articles that were appropriate and impassive those that did not cover the matter of Mobile Marketing as distinct by the Mobile Marketing relationship. As such, we did not include in the results 3rd party mobile services used by consumers. We reviewed the articles, categorized, and analyzed them. Then, suggested research avenues presented in articles.

The Acceptance & Adoption sub-category has garnered much interest and is by far the most important topic, representing 58% of all consumer behavior research. The overarching theme covered in these articles is that Mobile Marketing is still an emerging technology and that its widespread use is an important field of interest. At the conclusion of the variety was the professed Value sub-category with only four articles published on the subject during the 3-year period. Our classification methodology contributed to this low frequency. Since Perceived Value articles were often theoretical, we decided to classify most of them under the Theory category, hence they are frequently absent from Table 3 but included in the results presented in Table 1.

V. RESULTS

Table 1 - Yearly frequency of Mobile Marketing articles by category

Table 2 - Yearly frequency of Consumer Behavior articles by sub-category

Sub-Category	2008	2009	2023	Total
Acceptance & Adoption	12	14	5	31
Trust	2	1	1	4
Satisfaction & Loyalty	2	1	3	6
Attitudes	2	5	2	9

Sub-Category	2008	2009	2023	Total
Perceived Value & Value Creation	2	1	0	3
Total	20	22	11	53

It is key to note that an additional 68 articles not included in the 136 retained articles were borderline rejections as mobile marketing articles. Most of these articles covered topics of mobile banking (3rd party mobile payment, user acceptance of mobile banking, etc.) and mobile services (mobile data services, adoption of mobile services, etc.). Since they did not sufficiently fit inside the mobile marketing definition set forth by the Mobile Marketing Association and used as a guideline in our methodology, they were not included in the study. Figure one is illustrates how the 136 retained mobile marketing articles fit in the classification model.

Figure 1 - Classification and rate of recurrence of Mobile Marketing articles from 2008 to 2023

Classification	Frequency
Theory	27
Strategy	38
Consumer Behavior	53
Legal Issues & Public Policy	8
Acceptance & Adoption	31
Trust	4
Satisfaction & Loyalty	6
Attitudes	9
Perceived Value & Value Creation	3

Role of Trust in Mobile Marketing

Articles confidential below this category focus on the material of trust in mobile marketing. Trust has been proven to be a key facilitator in electronic commerce and now also in mobile commerce. These questions are openly related to conviction in a mobile marketing situation.

What is the outcome of diverse product categories on mobile trust?

What role do trust and satisfaction have in adopting mobile functionalities and continuing their use?

Is there a consumer segment in mobile commerce that is more trusting? On what should that segmentation be built?

Mobile Satisfaction & Mobile Loyalty.

Studies about Satisfaction and Loyalty made significant contributions in terms of exploring mobile consumer behavior patterns and thus deserve to be classified under a distinct category. Articles that are confidential under this

grouping learning the consumer's performance after receipt of mobile marketing and how they act according to their experience.

How are mobile satisfaction and mobile loyalty different between countries and could this factor help to better understand the customers' value toward SMS?

If consumer mobile device use is dynamic in time, can accumulated experience make them prolong or dispose of mobile SMS? in addition, what are the factors affecting their usage behavior and how do they evolve?

How do mobile devices contribute to the tourism industry and what could be done to increase its contribution?

Attitudes towards Mobile Marketing

The quantities of articles that focus directly on consumer perception according to mobile marketing bring forth several research questions.

How do consumers perceive fee-based mobile promotional applications?

What are the property of e-Word-of-mouth in transportable? Do high-involvement products have the same effect as low-involvement products?

Are certain brands more appropriate to consumer acceptance of SMS advertising messages?

What are the differences regarding attitudes towards mobile marketing in developed and developing countries?

Can consumer attitude alone sufficiently explain consumer behavior towards SMS advertising? If not, what other consumer behavior factors should be considered in order to craft better SMS advertising messages?

Which form of SMS advertising is the most relevant to influence the attitudes of young consumers?

Could MMS be used as another avenue to communicate with consumers?

What are the effects of impulsiveness on mobile purchase behavior?

Perceived Value & Value Creation

Few articles cover this sub-category, and none provide research questions that deal directly with consumer behavior in mobile marketing.

VI. DISCUSSION AND CONCLUSION

Comparing our results with the previous classification enables us to comment on the last 10 years of research in

mobile marketing, thus allowing for a richer interpretation of the results and publication trends.

VII. MOBILE MARKETING RESEARCH IS STABLE

Previous research found 255 articles published during a 9-year period, averaging 28 articles per year. Our study found 126 articles over three years, averaging 42 articles per year, which is fairly similar to findings for the years of 2005 to 2008. Although 2023 seems to have fewer articles published than recent years, it is too early to state that this decrease is part of a trend. The sudden drop of research in 2023 could simply be due to an evolution in keywords used in mobile marketing. Our study used the same keywords as previous research, which might be outdated. The findings could thus be less representative of current research in Mobile Marketing for 2023. We thus conclude that, in general, the quantity of academic publications in Mobile Marketing seems to be stable since 2005.

Mobile Marketing is Gaining Widespread Interest

Previous research counted 255 articles published in 82 journals from 2000 to 2008. Our census counted 126 articles published in 76 journals from 2008 to 2023. This represents a decrease from 3.1 between 2000 and 2008 down to 1.66 between 2008 and 2023 in the ratio of mobile marketing articles per journal. Our results show that journals with at least three articles on the topic produce 35% of all articles. During previous data collection, journals with at least three articles on the topic produced 68% of all articles. This would indicate that more journals are contributing to mobile marketing and that, although mobile marketing is still a niche topic, it is progressively gaining more widespread interest.

Mobile Marketing and Consumer Behaviour Research is Nascent

Our research found that 42% of articles are about Consumer Behaviour while previous research found that only 31% of articles dealt with this subject. The sudden interest in Consumer Behaviour could be related to the fact that there is a lag between technology development and how technology is accepted by consumers. Indeed, recent technology developments in mobile devices offer researchers more opportunities to analyse consumer behaviour patterns.

Although our research provides a good overview of recent trends in consumer behaviour research, it is also limited by its results. First, the methodology used to collect articles could be improved by accounting for keyword trends and evolution. Second, our classification model did not fit into many of the articles reviewed. As such, we were unable to count several relevant articles and present the appropriate findings. For instance, the Theory category provides a good example of how these classification differences lead to different results. Third, our results are limited by the

peer-reviewed articles found in the academic databases used. It is possible that other articles that are not referenced in these databases were not counted.

Despite its limitations, this study provides valuable insights for future research in mobile marketing and consumer behaviour. By understanding the recent trends and focusing on the areas that need further exploration, researchers can contribute to the growing body of knowledge and help businesses better understand their consumers' behavior in the mobile marketing landscape.

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