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Investigating Consumer Satisfaction towards Mobile Marketing

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ABSTRACT

Purpose

The extensive applications of mobile phones are visible in global companies for the marketing of their products. The popularity of mobile marketing is increasing considerably. The objective of the paper is to investigate the perspectives of consumer attitude towards mobile marketing in India.

Design/methodology/approach

The scale of measurement used for Attitudes was Likert scale and explained the consumer's behavior towards mobile marketing. The factors have been identified using methods like factor analysis and logistic regression.

Findings

The research extracted four elements, which are determinants of mobile marketing satisfaction or consumer attitude towards mobile marketing. These were identified and predicted the satisfaction of consumers

Originality/value

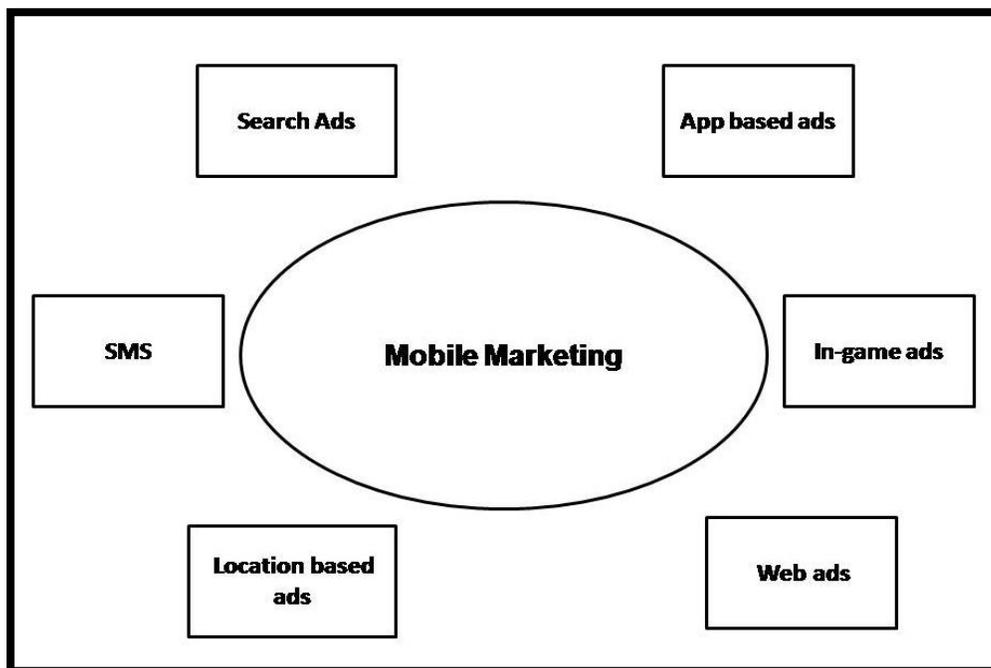
The previous research described the significance of mobile marketing and their factors of achievement in other countries, but the dimensions which form the consumer attitude for mobile marketing in India shows the gap. The current paper attempts to study the factors affecting mobile marketing and has found the differences in terms of factors which are responsible for mobile marketing. This study provides the industry a few insights for their execution of marketing strategies which influence the consumer attitude. The paper attempts to provide insights to companies on the understanding of the influence of mobile marketing on consumer attitudes. The study has taken global perspectives

Keywords: Attitude, Global, Mobile, Consumer

INTRODUCTION

The increasing applications of handheld devices to deliver advertisements for products and services results in the maximization of mobile phones. The services of SMS have been very successful. The researcher explains the significance of mobile marketing as a promising tool (Venkatesh, 2016).

Figure 1. Types of Mobile Marketing (<https://dewinitiatives.com/mobile-marketing/>, 2016)



Mobile marketing is user-friendly than other components of Digital Marketing because the receiver of the message responds by subscribing web page of the company or sending the company a message (Patet, 2011). Mobile devices have enabled Mobile marketing communication with customers on mobile devices. The information can be received on mobile phones and do not rely on time or space anymore (Jenkins, 2006). The growth of mobile users has led to the popularity of mobile marketing. Mobile marketing is the component of digital marketing and shares any message or promotion that adds value to the customer while enhancing revenue for the firm. The traditional advertising methods are not effective in companies for promotions (Robinson & Kalakota, 2005). Mobile marketing is the

distribution of the kind of message that adds value to the customer while enhancing revenue for the firm (Tahitonen,2005)

The purpose of the paper is to investigate the factors responsible for customer satisfaction towards mobile marketing. The previous research discussed the merits of mobile marketing and their elements of achievement in other countries, but the dimensions which form consumer satisfaction for mobile marketing in India shows the gap. The current paper studies the factors affecting mobile marketing.

LITERATURE REVIEW

The factors influencing mobile marketing in Malaysia are the attitude towards marketing, privacy concern, permission, personalization; trust, perceived ease of use, and perceived usefulness (Saeed and Bekhet, 2018). Mobile marketing helps the affiliate to work better in the sale of their products (Singh, 2017). The study has stated that several factors affect consumer behavior towards mobile apps like device type, application category, screen size, personality traits (Dinsmore et al., 2017). The paper investigated the functional relationships among different behavioral classes, context factors, and precedent elements, as well as their consequences in the mobile marketing environment(Robayo et al., 2017). Mobile marketing has become a tool for improving the value chain to enhance consumer communications, service interactions, and higher margins (Strom et al., 2014).

The mobile marketing association in 2013 predicted that mobile marketing communications expenditures would reach \$9.2 billion by 2015 (Baker, 2003). The shopkeepers and the marketers receive an opportunity to offer their product to the consumer with the help of mobile marketing (Strom et al., 2014). The consumer's intention to buy shows their interest in the product and services(Chinomona & Sandada, 2013). There have been various researches carried out about marketing and advertising via mobile. Mobile marketing has been considered as the cheapest form of digital marketing and has potential growth in the industry (Watson et al., 2013).

Mobile marketing acceptance will lead to an increase in consumer intention to purchase (Chinomona & Sandada, 2013). The study depicts that increasing frequency of use and increased functionality of mobile phones will lead to consumer attitude (Watson et al., 2013). The company's advertising impacts Mobile marketing (Nabizadeh& Gharib, 2012). Mobile marketing has been considered to be distinct from other media channels for companies promotions (Yousif, 2012). The paper states that the differentiation in mobile apps can increase the sale of a company (Chen et al., 2012). The study indicates the importance of

risk acceptance and personal attachment in influencing mobile marketing acceptance (Du, 2012). Mobile marketing (using SMS - the short messaging service to send text messages via mobile phones) is emerging as a direct and powerful way to communicate with customers (Haig, 2002). A majority of urban and young Indian consumers are extensively using social and digital media channels (Jain et al., 2012). The paper present evolution stage of the mobile marketing service market in Romania (Balan & Zegreanu, 2012). The mobile users check the recommendation of other consumers for the café or restaurant (Syagnik et al., 2012). The consumers always accept familiar brands, so marketers need to consider while doing mobile marketing (Mohammed & Alkubise, 2012). The researchers focus on the factors that affect the adoption of mobile marketing by consumers (Megdadi and Nusair, 2011). Consumers also can scan the QR code and store their purchase information for future reference (Lamb, 2011). The studies have discussed the factors which influence the adoption of mobile marketing viz. perceived social value and perceived emotional value. Organizations can customize advertising information based on the consumer preferences through any mobile device (Boeck, Lamarre, & Galarneau, 2011) The consumers assess the value of offerings and the decision on the use of the portable medium is superior as compared with other media (Varnali et al., 2010). Mobile marketing nowadays is not only about information sharing and selling, but also entertaining.

There is a suggestion that companies need to take permission from consumers to participate in the advertisement because the mobile phone is a very personal device for consumers (Ashraf & Kamal, 2010). The companies need to take permission from consumers before sending any promotional messages because the mobile phone is a very personal device for consumers (Ashraf & Kamal, 2010). People respond faster to these types of advertising messages. The mobile phone provides features and offers opportunities to marketers as compared with other media (Leino, 2010). Small irritation in advertising decrease the effectiveness of advertising (Koo, 2010). Spam messages can irritate consumers and lead to a negative attitude towards the company (Gurau & Ranchhod, 2009).

The multiple applications of the mobile phone are portability, creativity, and accuracy. The targeted marketing communications is convenient using the mobile. The emergence of mobile marketing is essential as it is a significant improvement for a marketing strategy to increase customer satisfaction. The evolution of attributes of mobile and its benefits have encouraged the companies in using technology for their marketing activities (Varnali and Toker, 2010). The content needs to be relevant and precise to be accepted by consumers in mobile marketing (Roach, 2009). Mobile marketing is a way for organizations to raise the awareness level of their brands (Pelau & Zegreanu, 2010). The researcher has found that the

adoption rate of mobile is less by customers (Baratcu, 2008). MMA developed the guidelines to convert the use of the mobile channel for the marketers in Asia Pacific. It is also used to educate marketers to use the medium effectively and avoid the attacking of unwanted advertising messages to consumers (Blecken, 2008). The guideline includes six C-elements which are choice, control, consideration, customization, constraint, and confidentiality. The medium of mobile is personal if it contains important information like contacts and messages (Bauer et al., 2005). The author states that people need to interact in some form or other (Baker, 2003). The attitude is a person's evaluation of some object or idea (Kotler, 2000). The previous studies state the use of mobile marketing text messages plays a critical role in increasing awareness and getting a positive response from the consumers because of some factors like low cost, ease of use and accessibility to the target consumers (Doyle, 2001). Marketing is an understanding of different types of needs. The reactive marketing is meant to understand and satisfy customers' expressed needs. Proactive marketing is aimed to understand the customer's latent needs. The third form of marketing viz. Demands transforming marketing is designed to introduce a new product (Kotler, 1999).

The rationale of Study

With the increasing demand of mobile marketing for customer relationship, the need arises on the study on the impact of factors on consumer satisfaction towards mobile marketing. The previous research described the significance of mobile marketing and their elements of happiness in other countries, but the dimensions which form the consumer attitude for mobile marketing in India shows the gap. The current paper attempts to study the factors affecting mobile marketing and has found the differences in terms of factors which are responsible for mobile marketing.

The Objectives are as follows

Objectives of Study

- To explore the factors influencing consumer attitude for mobile marketing
- To develop the model of Consumer Satisfaction of Mobile Marketing.

METHODOLOGY

The collection of data was through primary and secondary sources related to the information obtained from the literature. The results on the subject are compiled to develop the study model and hypotheses. The data collection was through an initial

questionnaire distributed to a group of consumers (200 consumers) in India for identifying variables related to the subject of the study based on Judgment sampling. The criteria are mobile usage and purpose of using mobiles in a month. There is a use of Quantitative Methods for data collection and report compilation. A structured online questionnaire containing multiple questions and Likert scale (1 as strongly disagree and five as strongly agree) based on research objectives and demographic details. The questionnaire used for the sample survey is a structured questionnaire. Reliability is the degree to which a test consistently measures whatever it measures. For testing reliability of the developed scale Cronbach's Alpha, (α) is used. The framework of research is descriptive, and the analysis is carried out by using Factor analysis and logistic regression. The factors were from the literature review on mobile marketing.

DATA ANALYSIS

The following reliability test is performed using Cronbach Alpha for testing the internal consistency of data. The alpha value is .658, which depicts the data to be reliable. The amount of KMO is .524, and it is higher than .5. The cost of Barlett's test of sphericity is .00, which is less than .05. The factor analysis is relevant for the given data.

Table 1. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.646	13

The following table 3 of total variance analysis explains four components whose Eigenvalue is greater than 1. The report explains nearly 68% of the variability in the original twelve variables, so you can considerably reduce the complexity of the dataset by using these components, with only a 32% loss of information.

Table 2. Total Variance Explained

Comp.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.295	27.462	27.462	3.295	27.462	27.462	3.125	26.041	26.041
2	2.188	18.232	45.695	2.188	18.232	45.695	1.956	16.304	42.345
3	1.487	12.394	58.088	1.487	12.394	58.088	1.610	13.417	55.762
4	1.244	10.366	68.455	1.244	10.366	68.455	1.523	12.693	68.455
5	.946	7.885	76.340						
6	.840	7.000	83.340						
7	.681	5.674	89.014						
8	.507	4.223	93.237						
9	.468	3.903	97.140						
10	.343	2.860	100.000						
11	3.006E-16	2.505E-15	100.000						
12	1.317E-16	1.097E-15	100.000						

**Extraction Method: Principal
Component Analysis.**

The factors analysis has resulted in four factors, namely effective form of service, accuracy & social influence, reliability, and value for money.

Table 3. Factor Matrix

Variables	Factor Loading	Factor Name
Listen to customers(A1) Its performance is good(A2) It is useful (A3)	.992 .992 .992	Factor 1: Effective form of Service
Correct Service(A4) Feel easy to use(A5) Society influence to use(A6)	.756 .681 .519	Factor2: Accuracy & Social Influence
Trusted Service (A7) Good Form of Marketing (A8)	.670 .687	Factor 3: Reliability
Cost is less (A9) Expectation of good performance (A10)	.701 .832	Factor 4: Value for Money

Discussion on Factors

Table 4 indicates that factor 1, 2, 3, and factor 4 contribute to influencing customer attitude towards mobile marketing.

Factor 1: Effective form of Service

From the study, it is visible that the Factor I with active factor loading suggests that customer if they get a valid way of services and its performance is good then the satisfaction for mobile marketing becomes higher.

Factor 2: Accuracy & Social Influence

The second most important factor is accuracy and social influence. The correct service feels comfortable to use and social impact in buying forms this factor.

Factor 3: Reliability

The third factor is reliability, which consists of trusted service and an excellent form of marketing.

Factor 4: Value for Money

The fourth factor is value for money, which means good performance at less cost. The customers expect excellent performance at a low price.

Table 5 shows the result of Logistic Regression applied to analyze the data.

Logistic regression is meant to explain the data and describes the relationship between one dependent binary variable and one or more nominal, ordinal, interval, or ratio-level independent variables.

Table 4. Case Processing Summary

Unweighted Cases		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Table 5. Classification Table^{a,b}

	Observed		Predicted		
			Satisfaction.mobilemarketing		Percentage Correct
			Yes	No	
Step 0	Satisfaction.mobilemarketing	Yes	168	0	100.0
		No	32	0	.0
	Overall Percentage				84.0

a. Constant is included in the model.
 b. The cut value is .500

Table 6. Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	<u>Society influence to use</u>	.485	.220	4.884	1	.027	1.625
	Constant	-3.505	.885	15.683	1	.000	.030
Step 2 ^b	<u>Correct Service</u>	-.536	.240	5.009	1	.025	.585
	<u>Society influence to use</u>	.541	.219	6.123	1	.013	1.718
	Constant	-2.000	1.062	3.545	1	.060	.135
a. Variable(s) entered on step 1: <u>Society influence to use.</u>							
b. Variable(s) entered on step 2: <u>Correct Service.</u>							

Table 4 shows the 200 samples, and table depicts the satisfaction towards mobile marketing is 84%.

The factors which sharply will increase the consumer satisfaction of mobile marketing are Society influence to use and correct Service (Table 7). The derived factors are the excellent predictors of mobile marketing satisfaction.

FINDINGS

The study suggests that mobile marketing is a useful technique all across the world, and it sends relevant content to a specific audience. The method is economical, and the customers find the messages quite helpful and handy for their purchasing decisions. The paper has extracted four factors which are determinants of mobile marketing satisfaction or consumer attitude towards mobile marketing. These are identified and can predict the strong position of consumers. With around 800 million mobile phone users in 2019, India is progressing towards the need of mobile marketing (Statista.com, 2019). The total population of India is 1.3 Billion. Figure 2 shows the predictors for Consumer Satisfaction towards mobile marketing.

Figure 2. Framework on Perspectives of Consumer Attitude for Mobile Marketing



This model of consumer attitude will set the benchmark for the industry and academia to strengthen mobile marketing strategies in the world. The marketing strategies depend on determinants, which directly or indirectly influence consumer attitude.

Implications for Practice

This study has given the industry a few insights for their execution of marketing strategies which influence the consumer attitude. The paper concludes about the significance of mobile marketing as the cheapest form of digital marketing and affirms that every organization by using the framework of consumer satisfaction towards mobile marketing can reach the more extensive section of customers.

Implications for Research and Limitations

The study reveals the factors which can further be investigated by the researchers by using confirmatory factor analysis. The time and budget constraint appeared to be the limitations of the study.

Social Implications

Mobile has become an integral part of consumer lives and influences them to change brand loyalty. The right use of mobile marketing may affect society. The organizations require the knowledge of the factors which influence the consumer to choose mobile marketing over other platforms of marketing. The increases usage of apps make the life of consumer comfortable and saves considerable time.

CONCLUSION

Mobile marketing enables users to be aware of the benefits of technology and facilitates the transactions of companies. The study indicated that the advantages of mobile marketing over other platforms are worthwhile. The paper had investigated the factors that lead to their satisfaction in terms of mobile marketing. The intangible benefits of mobile marketing, as shown by the article, lead to increased healthy consumer attitude. This paper has identified the factors affecting consumer attitude and its impact on satisfaction towards mobile marketing.

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