

# “ROLE OF MOBILE MARKETING TECHNIQUES IN BUILDING STRONG BRAND IMAGE”

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## ABSTRACT

Today most of the people give a considerable attention to mobile marketing techniques in building strong brand image. Therefore identifying the impact of mobile marketing techniques very important to decision makers in identifying key workplace issues in order to develop strategies to address and improve the policies for preventing such things. Thus present study is an attempt to identify problems, the ways to shatter those barriers, making and improving policies in organizations with regard to mobile marketing techniques in building strong brand image also it will help to rise up their earning as well. too many are prevented from enjoying their full human rights because poverty, discrimination, violence and inequality. According to a report by a leading uk management organization, most aspiring to senior management positions believe mobile marketing techniques in building strong brand image the survey of 3,000 members of the institute of leadership and management (ilm) found 73% of female respondents felt barriers still existed for women seeking senior management and board-level positions in the uk. In contrast, just 38% of men believed there is a glass ceiling. The report, ambition and gender at work, suggests women's managerial career aspirations lag behind men's at every stage of their working lives, and that they have less clarity over traditional career direction than men. At the start of their careers, 52% of male managers had a fair or clear idea that they wanted to work in a particular role, compared with 45% of women managers. Only half of said they expected to become managers, versus two-thirds of men. Even among the under-30s, gender aspirations remained entrenched, with 45% of men and 30% of women expecting to become managers or leaders.

The **mobile marketing** can be reflected in corporate culture, corporate practices, and corporate climate. According to cooper (2001), organizational climate refers to the prevailing corporate perceptions of women's professional capabilities and commitment to their careers. It also includes attitudes towards women that could result in unsupportive and discouraging work environments.

## INTRODUCTION

**MOBILE MARKETING:** Mobile marketing is one of the streams or ways of digital marketing that aims in reaching a target audience on their smartphones or mobiles devices. It is the most happening trend across the globe. It is the permission-based marketing tool as you need to have the permission and customer's mobile number for the same and it can be in the form of texts, images, and visuals.

Marketers are now well aware of the fact that if the business is not having a mobile friendly website, will lose the right targeting and approach of a business. It is essential that small and large businesses plan and chalks out an effective and comprehensive mobile marketing strategy. A good way to understand the mindset and

preferences of your mobile audience as per your business before implementing a mobile-friendly website as it will help you to gain trustworthy customer base for a longer run. A brand Image is the perception of the brand in the mind of the customer. It is an aggregate of beliefs, ideas, and impressions that a customer holds regarding the brand.

A brand can be perceived differently by different customers. Hence, the formation of a consistent brand image is a huge task for any business.

Brand Image is how customers think of a brand. It can be defined as the perception of the brand in the minds of the customers. Brand image develops over time. The customers form an image based on their interactions and experience with the brand. These interactions take place in many forms and not necessarily involve the purchase or use of products and service.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc. Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision.

## **LITERATURE REVIEW**

- **According to Harris & Dall'Olmo Riley, 2000, Ulaga, 2003, Walter, Ritter & Gemu"nden, 2001, Zeithaml, 1988-** Value is the benefits offered by the product or service compared to customer sacrifices for acquisition and use of the product and service relative to competition.
- **According to Hirose, 2009-** The perceived value of interactivity in mobile contexts The perceived value of mobile marketing for customers were based on the additional value complementing or substituting PC Internet in user situations where PC internet is not accessible or practical to use, for example by adding interactivity to promotions, channels and products by mobile marketing.
- **According to Sultan & Rohm, 2005-** Interactivity is defined as different forms of interactions between individuals and groups either directly or mediated through digital platforms or media. The degree of interactivity is defined through the degree of two-way communication, synchronism and participants' active control over the experience.
- **According to Gau, Rau and Salvendy (2009)-** Proposed additional of constructs such as connectedness (being linked to more resources), playfulness and interpersonal communication (communication taking on some characteristics of interpersonal communication).
- **According to Gau et al, 2009-** Results show that increased response options in mobile push advertising, increased playfulness and customization options in mobile game advertising, resulted in increased perceived interactivity and positive attitudes towards mobile push advertising and game advertising.

- **According to Pilström & Brush, 2008-** For mobile services perceived values varied based on situational value and novelty value. Situational value affected utilitarian, emotional, social and monetary value, while novelty value only affected emotional and social value for both information and entertainment services, and monetary value for information services.
- **According to Porter (1985)-** Mobile marketing is assumed to function as a tool improving activities in retailers' value chain, indicated to improve consumer communications. The loyalty effects of mobile marketing were, however, less studied. If consumers' post purchase interactions with purchased brands are a contact point of increasing importance strengthening the consumer and brand relationship, then mobile marketing may become an important tool for consumers supporting such interactions
- **According to Lee, Cheng and Cheng (2007)-** Regarded mobile marketing as a tool for front-line staff improving person to person interactions between insurance agents and consumers, defined as internal mobile marketing. Based on these results the potential value of mobile marketing for retail front-line staff include: increased efficiency and effectiveness in service interactions, increased work capacity and service quality, and increased capacity to match consumer needs by providing information services about products and product use.

## **OBJECTIVES**

This research work will answer the question Impact of MOBILE MARKETING on the brand image with how a brand has an impact on the buying behavior of consumers and the changes they can adapt to the emerging challenges in the external market and it will also answer the question that how these strategies are influencing the consumers in their buying decision. This is accomplished through the following research objectives-

- To explore the various mobile marketing strategies.
- To examine the association between mobile marketing and brand image related to mobile.

## **Research Methodology**

In common parlance, research is the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services.” Research Methodology is a way to systematically solve the research problem. Research methodology constitute of research method. For this project the steps which are taken are as follows:

## Research Design

Exploratory and Descriptive research is selected for this study. Descriptive research enables to determine the answer to various questions formulated with prior knowledge of the situation or the problems under study. The study will be conducted through the use of Questionnaire method & Opinion survey method

## Data Collection Method

Both primary as well as secondary data was used to analyse the problem under consideration. Secondary data will be collected from various sources like books, journals & research paper web sites and other relevant source. The primary data will be collected through various respondents by using questionnaire. A structured questionnaire will be designed covering all the dimension of the problems under study.

## Sampling

The random sampling will be used to study the problem under study.

## Sample Size: 50

## 3.4 DATA ANALYSIS

Data analysis and the interpretation of data were a combination of the literature reviewed and the outcomes of the study. This stage was strengthened by the qualitative methods used, to discover results of the study.

The Statistics Package for Social Science software (SPSS) was used in the analysis of the survey. Inferential and descriptive statistical tools are employed to quantify and estimate the collected data, and to study their basic patterns. Following data analysis techniques are be used to analyze the data:

### MEAN

It is a central tendency measure representing the arithmetic average of a set of observations. The study uses mean to describe the sample. More specifically, it is possible to get a broad picture of the sample by considering the mean score of each of the variable.

### ANALYSIS OF VARIANCE (ANOVA)

Analysis of variance is a statistical technique used to test the degree to which two or more groups differ from each other. ANOVA evaluate the importance of one or more factors by comparing the response variable means at the different factor levels. The ANOVA is used to determine whether there are any significant differences between the means of two or more independent groups. It is used to test the hypothesis that the means of two or more populations are equal at a given level of significance.

## LINEAR REGRESSION

In statistics, **linear regression** is a linear approach for modelling the relationship between a scalar dependent variable and one or more explanatory variables (or independent variables) denoted X. The case of one explanatory variable is called simple linear regression. For more than one explanatory variable, the process is called multiple linear regression. (This term is distinct from multivariate linear regression, where multiple correlated dependent variables are predicted, rather than a single scalar variable.)

### 3.5 RELIABILITY

Reliability means the consistency of items of scale and the whole scale. The consistency of the items was checked with the help of total items correlation coefficient method. The total of all the items of scale was computed and the combination of total with each item was calculated. It was found that for all the sections, the correlation coefficient were highly significant which means that all the item were consistent or reliable.

## DATA INTERPRETATION AND DISCUSSION

### MEAN OF FACTORS RELATED TO MOBILE MARKETING TECHNIQUES.

The information presented in the 5.2 displayed the mean and standard deviation of individual factors related .

**Mean and Standard Deviation of factors related to mobile Marketing Techniques**

	N	Mean	Std. Deviation
I browse the internet on my mobile	50	3.10	1.233
I have scanned a Quick Response code	50	3.14	1.125
I have clicked on a banner advertisement	50	3.50	1.233
I have noticed mobile ready websites	50	3.06	1.219
I use Bluetooth on my mobile phone	50	3.10	1.233
I received location based messages	50	3.20	1.429
Valid N (listwise)	50		

**Interpretation:** From the above table , it is observed that the highest rated factor is I don't want the stress of working at that level.=3.50 and S.D.=1.233.The second highest rated variable is Women have the same desire for power as men do with mean = 3.20, S.D.=1.429.Third highest rated factor is Being a woman has made it harder for women to get ahead in their career. with mean=3.14 Fourth highest rated factor is Women's lack of self-confidence and their tendency to be more self-critical than men hinder their career advancement with mean=3.10.Fifth highest rated factor is It is difficult to assign tasks for women to go outstation or overseas mean=3.10.Sixth highest rated factor is Women are less likely to negotiate for what they want mean=3.06 and the least rated factor is Women reject the need to work incredibly long hours and Women have lack of ambition in comparison to men with mean=2.85.

### MEAN OF FACTORS RELATED TO FAMILY FACTORS OF GLASS CEILING

The information presented in the 4.3 displayed the mean and standard deviation of family factors mobile marketing techniques

**Mean and Standard Deviation of factors related to mobile Marketing Techniques**

	N	Mean	Std. Deviation
Mobile marketing helps to get good word of mouth publicity	50	3.14	1.125
Mobile marketing helps in alignment with & belief of people	50	3.50	1.233
Mobile marketing provides essence of self esteem to us	50	3.06	1.219
Valid N (listwise)	50		

**Interpretation:** From the above table , it is observed that the highest rated factor is I Women commonly reject career advancement as they are keener to maintain a role raising children with mean =3.50 and S.D.=1.233.The second highest rated variable is Women's careers are not as important because they are not the primary family provider and I have family responsibilities that conflicts with job requirements with mean = 3.17.Third highest rated factor is Motherhood is more important to most women with mean=3.06 .

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.494 <sup>a</sup>	.244	-.059	.717	.244	.806	14	35	.657	2.230

a. Predictors: (Constant), What is the best way would you like to receive advertisement Mobile Phone, I have noticed mobile ready websites, I use Bluetooth on my mobile phone, Mobile marketing helps to get good word of mouth publicity, I browse the internet on my mobile, Mobile marketing helps in alignment with & belief of people, Mobile marketing provides essence of self esteem to us, I have clicked on a banner advertisement, What is the best way would you like to receive advertisement Mail, What is the best way would you like to receive advertisement Radio, I received location based messages, What is the best way would you like to receive advertisement Internet, I have scanned a Quick Response code, What is the best way would you like to receive advertisement TV

b. Dependent Variable: Education wise classification

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.600	1	3.600	2.284	.137 <sup>b</sup>
	Residual	75.680	48	1.577		
	Total	79.280	49			

a. Dependent Variable: brand image

b. Predictors: (Constant), mobile Marketing

**Coefficients**

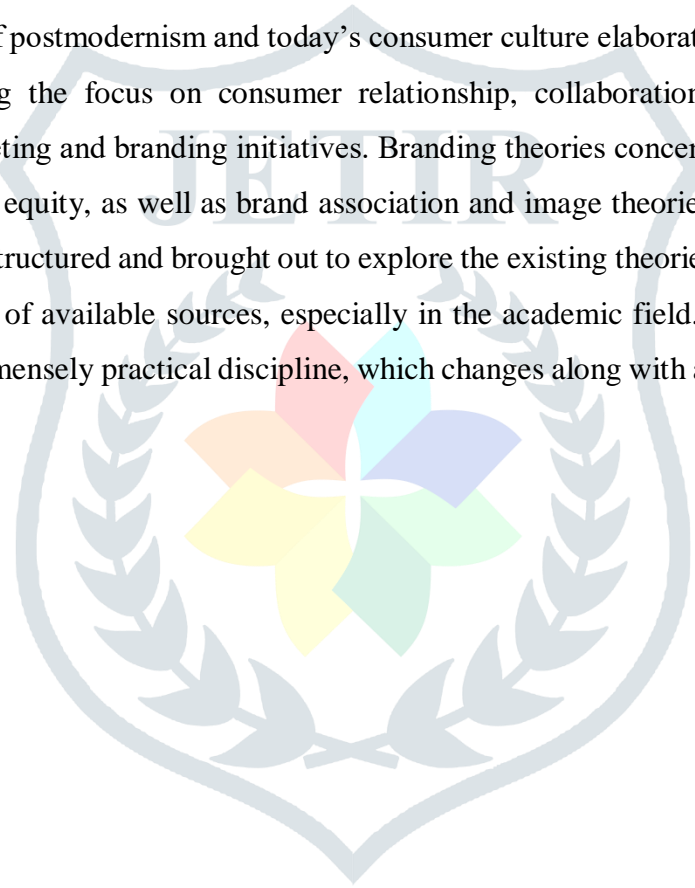
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.473	.464		5.333	.000
	mobile Marketing	.202	.134	.213	1.511	.137

a. Dependent Variable: brand image

## CONCLUSION

The consumer adoption of mobile apps and the increasing mobile Web traffic have given mobile advertising a seat at the table. Most top brands are using mobile ads for branding and as a direct response medium, finally understanding that mobile needs to be in the plans for marketers to stay relevant. Another attractive aspect of mobile advertising is the potential for high engagement and personalization. Every mobile device is linked to an individual and is always on hand, meaning that connected devices are accessible through all the hours of the media day and have great immediacy. Mobile is a communication channel and as such is highly interactive and is effective in adding interactivity to other media that are not interactive in themselves. Mobile also presents opportunities for better alignment of the advertising message with its intended audience.

The theoretical concepts of postmodernism and today's consumer culture elaborated on the social tendencies and movements, including the focus on consumer relationship, collaboration and participation in the postmodern world's marketing and branding initiatives. Branding theories concentrated on brand identity as a crucial element of brand equity, as well as brand association and image theories were introduced. Mobile marketing concepts were structured and brought out to explore the existing theories and the practical insights due to the limited amount of available sources, especially in the academic field. The results indicated that mobile marketing is an immensely practical discipline, which changes along with a development of advanced technologies





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