

MOBILE TECHNOLOGY FOR CONSUMER BRANDS

HOW MOBILE TECHNOLOGY ACT AS AN ENABLER IN BUILDING MODERN

DAY ORGANIZATION/CONSUMER BRAND

Aditi Batheja*

Princy Agarwal*

ABSTRACT

Mobile Ecosystem has shown an unparalleled growth in past few years. ¹There are more than 6 billion mobile phone users out of estimated 7 billion people in the world. A recent data by ²India's largest mobile network provider states that people are spending 1.8 hours per day on consuming mobile media, higher than TV and PCs.

Mobile has created a paradigm shift in technological advancements. More and more users are accessing internet via mobile. Recent estimates³ suggest Mobile Internet traffic is 15% of total global internet traffic. It is essential for organizations to leverage mobile technology to elevate customer experience to the next level.

This research article aims at throwing light on the latest trends and practices in mobile technology field and its effects on building modern day organization and consumer brand.

The methodology is case based and data quoted from authentic sources are put as examples for better comprehending of the Research Paper.

Keywords: Mobile Technology, Mobile advantage

* **Assistant Professor. Amity University Noida.**

Summary

Mobile Technology is a broad term which includes Mobile Advertisements, **Mobile Consumer Engagement** and M-Commerce. Multinational companies are constantly finding ways to engage with the consumers through different platforms. They want to hear from the consumers about their brand's perceptions and consequently providing outstanding results, Be it Fast moving consumer goods, Medical Industry or Wall-Paints company. The mantra is to engage with the customers through a device that is with them 24 hours i.e. Mobile Phones. Consumer Brands both develop the app and ask consumers to make their own product (virtually) or simply want to enhance the experience through "Rich Media".

My Research Paper highlights the importance of Mobile Technology for today's Consumer Brand and how the device can be used to increase Brand Awareness and build relationships with the client.

Types of Mobile Advertisements



SmsAds- SMS is one of the most commonly used mobile technology (besides voice), and because virtually all mobile phones can send and receive text messages, SMS advertising messages reach the widest possible audience. The text message campaigns that perform best are those with a direct and simple call to action. Relevance is paramount -- relevant ads are effective and memorable

Search Ads- In Mobile Marketing, **Search Advertising** is a method of placing advertisements on Web pages that show results from search engine queries through the same search-engine advertising services.

Search advertisements are targeted to match key search terms (called **keywords**) entered on search engines. This targeting ability has contributed to the attractiveness of search advertising for advertisers. Consumers will often use a search engine to identify and compare purchasing options immediately before making a purchasing decision. The opportunity to present consumers with advertisements tailored to their immediate buying interests encourages consumers to click on search ads.

Web Display Ads or **Display advertising** is a type of advertising that typically contains text, logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. Display advertising is graphical advertising on the World Wide Web that appears next to content on web pages, IM applications, email, etc. These ads, often referred to as banners, come in standardized ad sizes, and can include text, logos, pictures, or more recently, rich media.

Rich media, synonymous for interactive multimedia, is enhanced media that utilizes a combination of text, audio, still images, animation, video, and interactivity content for active participation from the recipient/consumer of the ad.

App Display Advertising- When you create mobile image ads and text ads, you can choose to have them show in mobile applications on Android and iOS devices. Mobile applications offer a compelling new medium in which to engage with potential customers on the go. By default, ads in your campaign are eligible to show on both the Search and Display Networks, including on mobile applications in the network for targeting mobile apps.

Talking about the contemporary thing in mobile technology it is the “Mobile Consumer Engagement”. Lets’ analyzethe points and see how different this can assist in building the overall organizational efficiency and develops better consumer brands.

REAL TIME NETWORKING AND COMMUNICATION

Whetherit’s between sales teams, employees, vendors or customers. Whether the consumers are at home or at office or travelling, mobile technology allows sharing data/resources/offers instantly through enterprise apps, consumer apps, and mobile websites.

For e.g., Macy’s, (organizer of Thanksgiving Day Parade) realized the importance of mobile for increasing brand value and driving user engagement and launched a Macy’s Thanksgiving Day Parade App⁴. The app offered real time tracking of the parade movement. Information about weather, nearby restrooms, eating joints, thereby enhancing viewing experience whether at home or live in person

GET TO KNOW YOUR CONSUMER'S INTERESTS, BUILD CUSTOMIZABLE APPS

Unlike desktop/laptop where they can be multiple users per device, mobile is more personalized. Mobile offers deeper insights to know the consumer. New technologies in mobile sphere allow tracking of demographic (age/device/location) and psychographic (interests/likes/dislikes/purchasing patterns) details. Thus, allowing organization to offer exclusive content, tailored for individual user. Marketers without any technical knowledge can create their own app, share it with users' and update content in real-time, any time, send Push Alerts/Notifications.

Lets' take a look at few success stories of how mobile technology has powered organisations to come up with innovative ways of building a strong brand

Sherwin-Williams Co. – Color Matching App (ColorSnap)

Samsung Smart TV – **Location Specific Advertising** to drive consumers to stores

Mobile Cooker- An app launched by Entenmann's (a digital cookbook app).. A digital cookbook lets consumers learn about the products while also creating their own concoctions in the kitchen

Kraft foods rolled out a massive app in 2010 that offers 300 pieces of content

For e.g. see how Realtor⁶ increased consumer engagement and brand value by showcasing user preferred rental properties via mobile app, allowing users to view property photos, nearby

schools/hospitals, contacting/booking appointments all at users' fingertips without stepping out even once.

A NEW DIMENSION INTO ADVERTISING AND MARKETING

By allowing contextual and location based advertising. It offers much better engagement and ROIs than Desktop advertising. Ads should be delivered when they are contextually relevant to the consumer and that can be achieved by Mobile. By mapping the current location and behavioral data advertisers can target with much greater accuracy

For e.g. see how Samsung used location and context based advertising campaign for its Smart TV⁷ launch by tying up with Angry Birds.

M- COMMERCE

Transactions done via mobile are seeing an exponential rise⁸.

Consumer engagement has increased as they can search, compare, review and buy goods on mobile, transfer money and make payments while they are at home, or in subway or at the office. This opens up a huge opportunity for businesses worldwide as it unleashes the boundaries between prospective buyers and sellers. Mobile offers a safe, convenient and effective way for consumers to browse products, read reviews and make a purchase decision.

- ⁹Money Transfer – Funds transfer is one of the unique features of mobile commerce services. Previously, people would require going online on a computer to transfer the funds between one to another bank account. Now, one can easily send money to anyone, anywhere; or transfer money between bank accounts through mobile devices within a few seconds.

- Retail Transactions – With the rise in shopping malls and retail stores in India, m-Commerce & m-Payments services are extremely valuable for customers for making payments at the checkouts. Additionally, these services also make online shopping much easier and lucrative for both the customers and merchants through various discounts and loyalty coupons.
- Movie Ticketing – Mobile commerce services also enable users to book movie tickets via a mobile phone. Now, people can enjoy watching movies by planning for that anytime in an easier and hassle free manner.
- Travel Ticketing – Now, scheduling any trip to anywhere and anytime has become convenient with the m-Commerce services available in India. People are now able to book train or flight tickets via their mobile phone and have the pleasure of the journey.

The slow adoption of commerce and finance on portable devices mirrors the pattern for these activities over the internet. Initially, consumers were reluctant to do business over the internet because of perceived security concerns, but this eventually changed as confidence grew. Services providers need to stress that certain benefits of portable devices such as 24 hour access from any location can actually make the services more secure by putting the consumer in control. Longer term, manufacturers and developers need to work on functionality that prevents access by unauthorized users. Ultimately, more commerce will shift to portable environments just as it has shifted to the internet over the past.

For e.g. Groupon¹⁰ has seen a whopping 223% increase in mobile traffic compared to desktop in Feb., 2013

¹¹According to an eBay study, Mobile Assisted Commerce (MAC) is set to come to the mainstream in India in 2012. With reductions in smartphone prices and increased 3G penetration,

m-commerce is set to be the next big thing. EBayInc. clocked in revenues of 5 billion dollars globally from m-commerce in 2011. A study by digital news website, Mashable, says that 47% of smartphone owners and 56% of tablet owners plan to purchase more products on their respective devices in the future. The market is yet untapped and with the betterment of e-commerce in general and mobile payment gateways in particular, change in perspective is expected.

What more. In June 2008, the Reserve Bank of India, the country's central bank, issued a set of draft guidelines designed to provide a framework for mobile banking services.

According to the guidelines, "the long-term goal of mobile payment framework in India would be to enable funds transfer from [an] account in one bank to any other account in the same or any other bank on a real time basis, irrespective of the mobile network a customer has subscribed to."

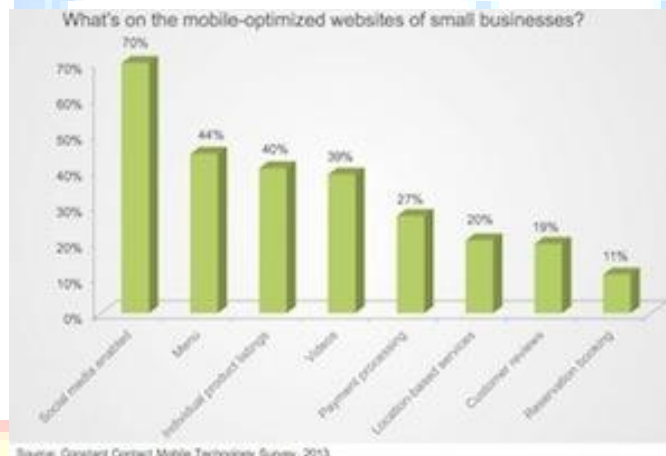
Key provisions of the draft guidelines include the following:

- Only banks that are licensed and supervised in India and have a physical presence in India will be permitted to offer mobile payment services to residents of India. They would be expected to ensure compliance with the guidelines.
- Banks should offer mobile-based banking service only to their own customers.
- Banks should have their mobile payments scheme approved by their boards before offering it to their customers. Board approval must document the extent of operational and fraud risk assumed by the bank and the bank's processes and policies designed to mitigate such risk.

- The technology used for mobile payments must be secure and should ensure confidentiality, integrity, authenticity and non-reputability. It should be interoperable across banks and mobile networks.
- If sufficient safeguards are provided, SMS text messaging may be used for “micro payment transactions” of up to INR 1500 (US\$35) and for “repetitive utility bill payment transactions” of up to INR 2500 (US\$58).

The full text of the guidelines is available online: www.rbi.org.in/Scripts/bs_viewcontent.aspx?Id=1365

HOW SMALL BUSINESS OWNERS ARE USING MOBILE TECHNOLOGY



66% of small-business owners are using mobile devices and/or mobile solutions as part of their operations¹³

Of those small-business owners using mobile devices, 73% said they use their phones or tablets to conduct social media marketing, and 71% said they use their devices to conduct email marketing.

When asked what types of mobile/social advertising they currently employ, 97% said they use social media platforms like YouTube, Pinterest, Twitter, Facebook, and Instagram. Location-based promotions, such as Foursquare check-ins, came in second at 17%, and text messaging was third at 15%.

RESULTS/FINDINGS

While the world wrestles with uncertain economic realities, "mobile" appears to be gold. Mobile Technology gives an opportunity to a brand to answer the questions and connect with the modern day customer. Advisory firm IDC predicts that by 2014 there will have been over 76 billion mobile apps downloaded resulting in an app economy worth an estimated thirty five billion in the same year. Mobile business will become big business in the not so distant future.

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