

## **Analyzing the Impact of Mobile Promotion Strategies on Consumer Behavior and Stakeholder Dynamics: A Comprehensive Study**

**Dr. Munawwer Husain**

Professor, Department of Management MM Institute of Management  
Maharishi Markendeshwar (MM) deemed to be university, Mullana Ambala.

**Dr. Ankit Garg**

Assistant Professor, Ajay Kumar Garg Institute of Management, Ghaziabad

**Dr. Vinayaka Tripathy**

Assistant Professor, GL Bajaj College of Technology and Management, Greater Noida.

**Shresth Kumar**

Assistant Professor, GL Bajaj College of Technology and Management, Greater Noida

**Dr. Ritesh Kumar Singhal**

Professor, Ajay Kumar Garg Institute of Management, Ghaziabad

**Himanshu Sharma**

Scholar, Ajay Kumar Garg Institute of Management, Ghaziabad

**Nikhil Sharma**

Scholar, Ajay Kumar Garg Institute of Management, Ghaziabad

### **Abstract**

This study aims to create a road map for bridging the gap between theoretical ideas and real-world mobile advertising implementation. Our first step towards accomplishing this goal is to clearly define mobile promotions and set them apart from mobile advertising. We then create an extensive structure that includes all of the crucial players in the mobile promotion ecosystem. We develop a set of research questions specific to each stakeholder group after taking these factors into account in the context of general themes for mobile promotion. These questions cover a wide range of topics, such as the delicate balance between privacy and value, ROI, spatiotemporal targeting, inter-media replacement, channel selection, customer impact, and ROI evaluation.

**Key phrases:** Mobile advertising, mobile precision marketing, and developing technology.

### **Introduction**

Mobile marketing is becoming more and more significant to marketers. Customers can now be engaged with by marketers in ways that have never been possible thanks to the wealth of geographical and activity data on consumers. The reach of marketers has substantially increased as more individuals use mobile devices as their primary regulates for many parts of daily life. By 2020, roughly 3 billion individuals, or 90% of the world's population, will own smartphones, according to forecasts from the Accenture Mobility Report 2014. Over 80% of American consumers use their handheld devices to redeem digital discounts, illustrating this change from desktop to mobile internet usage (eMarketer 2015a).

Consumers are not the only players in the world of mobile promotions; a wide range of stakeholders, like producers, brokers, and retailers, play critical roles. According to EMarketer (2015b), roughly fifty percent of American businesses with 100 or more employees plan to use mobile advertising by 2017.

Our strategy starts by clearly defining mobile promotions and setting them apart from mobile advertising. Mobile promotions generally entail sending material to a mobile device with the intention of directly influencing particular

behaviors through a value exchange, sometimes known as "m-coupons." This definition includes the following four crucial components:

1. Individual Addressability: To receive mobile marketing, mobile devices must be individually addressable.
2. Connectivity: Sending and receiving communications require Internet or cellular connectivity.
3. Intractability: While using their mobile devices, consumers should be able to continuously interact with a variety of entities, such as brands, retailers, and other users. This covers mobile phones, tablets, mini-tablets, phablets, smartwatches, and other wearable electronics.

Numerous channels, including SMS, in-app messaging, social media, email, push or pull alerts, and others, can be used to provide mobile promotions. The second essential element of mobile promotions is the offering of a clear value exchange to clients. According to Shankar and Balasubramanian (2009), this transaction might be either financial, like price reductions, or non-financial, like free Wi-Fi or status badges.

Even though the terms "mobile promotions" and "mobile advertising" are occasionally used synonymously, they use very distinct approaches to reach consumers. While mobile advertising aims to mold brand attitudes and develop brand equity over time, mobile promotions aim to quickly change specific customer behaviors. Mobile advertisements aim to attract users to interact with products, go to stores, buy things there, share product or location-based information on social media, or go to stores. Different customer behaviors and value exchanges are the result of these initiatives.

The short-term effects on consumer behavior, which often occur near to the moment of purchase, are the third and fourth essential components of mobile promotions. Depending on the product category and length of the buying cycle, "short term" has several meanings. At the point of sale or close by, mobile promotions can encourage impulsive or unplanned purchases. Marketers who want to succeed must be aware of the benefits and drawbacks of mobile promotions for the major participants in the mobile promotion ecosystem.

The remainder of this essay examines the key players in the ecosystem of mobile promotions, their organizational setups, and the benefits and drawbacks of using mobile promotions. In addition to proposing a study agenda with particular questions and recommendations, we also present a framework for analyzing the function of mobile promotions in the context of impulsive purchases.

### **Theory and Ecosystem: A Stakeholder View of Mobile Promotion Stakeholders**

By providing value via mobile devices, mobile advertising wants to immediately alter consumer behavior. This tactic has been used for years through a variety of channels, including mailers, loyalty cards, in-store brochures, and checkout coupons. It makes use of several buying hypotheses. The main idea is impulsive purchasing, which is motivated by a variety of aspects including financial incentives (discounts, rebates), social pressure, environmental cues (store ambiance, display location), and societal elements. These spontaneous transactions generally take place close to the point of sale, where clients are more likely to make snap judgments with little thought. This impulse buying phenomenon is further explained by the Construal Level Theory, which postulates that consumers examine promotional details when consuming is about to occur.

However, impulsive purchasing depends on the spatial environment in which consumers encounter mobile offers. The location and timing of mobile promotion delivery have a considerable impact on redemption rates, according to Danaher et al. (2015). For instance, mobile promotions may require lengthier lead times if clients must travel a large distance to take advantage of an offer. The Contextual Marketing Theory, which emphasizes the value of contextual relevance in marketing, is in line with this. As a result, marketers need to develop a spatiotemporal strategy and take into account both the moment and the environment in which customers may be considering a mobile offer. According to recent research, customers may even be more open to mobile offers in crowded spaces because they can concentrate on their mobile devices while ignoring distractions.

Mobile marketing has the advantage of grabbing customers' attention as they walk up to a store or other point of sale, which makes it easy to encourage impulse buys or prod customers in that direction. In order to disseminate adverts to mobile devices via a push strategy, marketers frequently use location-based technologies such as cell towers, GPS, Wi-Fi, beacons, coordinates, or near-field communications. Push notifications should, however, only be utilized in specific situations with

consumer agreement. Nevertheless, since not all mobile marketing initiatives rely on a push technique to encourage impulse spending, smartphone advertising can be effective even without the ability to find consumers or secure their agreement. Consumers now actively search for mobile coupons on their smartphones, proving the value of a pull strategy for mobile promotions.

Numerous players in the mobile marketing ecosystem, including customers, merchants, manufacturers, and middlemen, are involved in the push-and-pull strategy used in mobile advertising. To transmit (push) or receive (pull) mobile promotions, they all link via the mobile platform. Regardless of the mechanism (push or pull), impulsive shopping has consistently been linked to lower post-purchase satisfaction. The advantages of mobile communication, however, may exceed these disadvantages, ultimately increasing customer satisfaction. However, there are hazards associated with mobile promotions that differ depending on the stakeholder. In addition, compared to traditional advertising media, the mobile moment—the small window during which consumers engage with mobile promotions—is substantially shorter, making the mobile ecosystem fragile and dynamic. The benefits and drawbacks of mobile promotions for each ecosystem participant are discussed in detail in the following sections.

### **Consumers**

Due to the fact that mobile promotions are primarily created for consumer advantage, consumers play a crucial part in this ecosystem. Because mobile devices are portable and connected, mobile promotions give customers increased convenience. Mobile coupons are much easier to access than traditional paper coupons thanks to a variety of coupon-specific applications like RetailMeNot, Shop Kick, and Coupons.com. Aside from SMS, QR codes, mobile barcodes, and push notifications from merchant or manufacturer apps, users can also get mobile promotions via these other channels. These mobile digital coupons are more reliable and frequently offered or sought out close to the location of purchase, making them simple to find.

Mobile promotions can have added benefits when they are targeted to the preferences, timing, and location of the consumer. For instance, based on consumers' browsing and purchase histories, the world's largest online retailer Amazon tailors its daily discount messages. Through the use of technology like GPS, beacons, and near-field communications, customers can also receive discounts when they are close to stores. Retailers might potentially reduce concerns with post-purchase satisfaction connected to impulse buying by using beacon technology to transmit smartphone promotions to customers to help them locate advertised items inside the store.

Mobile promotions also help consumers save money by lowering costs and making it easier for them to compare pricing. Additionally, users can benefit from mobile data in non-financial ways, such as by using it to access free text and chat services in exchange for a purchase or by taking advantage of in-game advertisements and temporary discounts.

Mobile advertising also benefits customers on a social level. Retailers like Starbucks provide status badges and location-based bonuses to customers who openly check in at their locations on social media. In mobile promotions, location-based Wi-Fi awards have taken the place of conventional punch-card reward programs, as given by the Shop Kick and Subway apps. Group-use mobile promotions' social components can boost user satisfaction and counteract any unfavourable impacts of impulsive buying.

However, mobile marketing has disadvantages. Mobile coupons could be less easy for some users to obtain and use than traditional print coupons, which could lower the possibility of impulsive purchases. Consumers may feel uncomfortable receiving personalized messages from advertising and merchants on their own devices, raising privacy concerns. The amount and regularity of mobile offers, together with the redemption window's length, can all have an impact on how effective they are. Relevance is essential since mobile marketing must be contextually suitable and tailored to consumer interests in order to have the greatest possible impact.

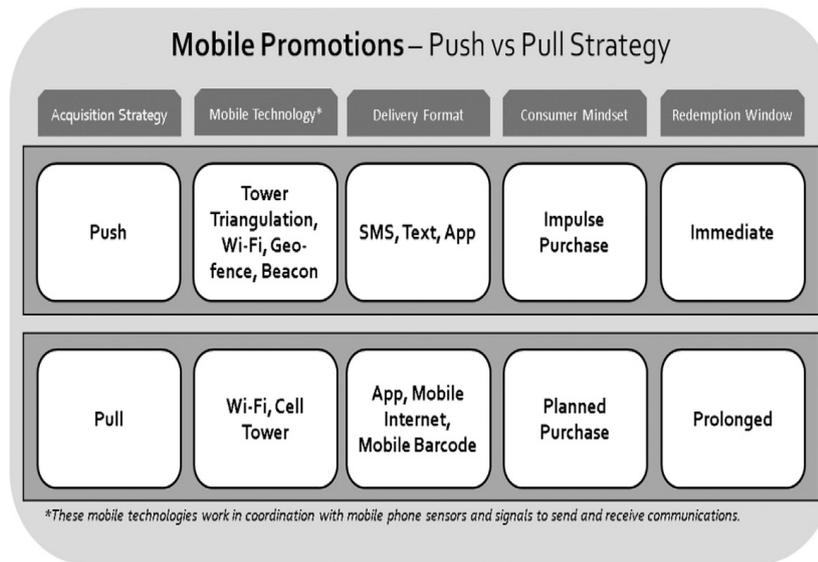


Fig. 1. Overview of mobile promotions.

**Retailers**

Because they frequently act as the only point of contact for customers to redeem mobile coupons, retailers play a crucial role as the second most important stakeholder in the mobile promotion ecosystem. At a time when customers are more engaged on their mobile devices than on traditional media like radio and print, retailers have the chance to employ mobile marketing to increase their consumer touchpoints (Thompson, 2015). By boosting in-store traffic, mobile promotions might encourage impulse buys and increase sales of unrelated but high-margin products (Ramanathan and Dhar, 2010). Geofencing initiatives have been used well by retail behemoths like Best Buy, H&M, and Central Market to increase foot traffic and click-through rates (Kats, 2012; Tode, 2013). Additionally, intelligent geofencing enables businesses to sway clients away from rivals, as shown by Fong, Fang, and Luo (2015) in their study on increasing theater ticket sales. The spillover effect, whereby customers tend to buy more things during their in-store visits, hence extending shopping sessions and expanding their shopping carts, is an additional advantage of mobile promotions (Hui et al., 2013). By providing mobile incentives like location-based loyalty programs, retailers may also encourage particular consumer habits.

Additionally, by focusing on customers who are more likely to make a purchase, particularly during the decision-making process or when they are near the point of sale, mobile promotions enable firms to maximize their marketing budgets. With the help of digital initiatives, classic marketing techniques like free-standing inserts, print coupons, loyalty punch cards, and problems like fake loyalty punches or stolen cards are made more effective while wasting less money and material. The faster deployment of mobile ads compared to print ads can also save money for retailers. Additional cost savings are made possible by the private nature of mobile promotions, lower exposure, and decreased competitive monitoring and retribution (Fong, Fang, and Luo, 2015). Mobile coupons also cost less to produce and deliver than paper coupons and are more ecologically friendly.

Through mobile advertising, retailers can streamline their market research activities while receiving useful digital recognition-based statistics about user engagements with mobile promotions. This data, which helps with efficient marketing, includes details regarding visit frequency, duration, dwell time, store traffic density, purchase timing, and more (Cha, 2010; Samuely, 2015a, b). The effectiveness of this low-cost marketing strategy is further improved when manufacturers contribute to the retail marketing budget.

There could be negative effects for both consumers and stores, though. Constantly receiving unrelated or excessively frequent notifications and promotions may turn off current or potential customers. Consumer reaction may result from privacy concerns, especially when companies try to tailor their mobile promotions. Retailers run the danger of showing advertisements that are not relevant to customer interests. For instance, Ramanathan and Dhar (2010) contend that while well-known brand merchants like Wal-Mart may profit from savings-oriented incentives with shorter redemption windows,

retailers offering unique products may gain from "buy one, get one" promos with extended redemption periods. Since customers can become more skilled shoppers thanks to mobile devices, cross-selling may become less effective.

Because digital coupons are more easily reused than paper coupons, which are frequently misplaced at the point of sale, retailer-funded mobile coupons have difficulty combating fraud. Competing retailers may engage in price or promotion wars as a result of the mobile promotions' distribution strategies. Customer alienation may result from ongoing competition in mobile marketing. For instance, buyers may be less likely to consider a particular retailer's promotion if they are exposed to multiple promotions during a single mall visit (Hamstra, 2014).

In particular, when mobile promotions target customers who would have made a purchase without incentives, obtaining incremental growth is a difficulty. This is especially important for promotions that depend on geography. Given that promotions run the danger of depreciating a brand, retailers, and manufacturers may also struggle with arguments about the volume and nature of mobile promotions. A company's independence from retailers may be improved by using mobile promotions to enhance stakeholder ownership inside the mobile ecosystem.

Finally, while offering clients value through mobile promotions can be beneficial, there may be hazards involved. Offering financial incentives, for instance, could undermine a retailer's price strategy and train customers to anticipate discounts. The targeted customer actions might not always be motivated by non-financial value exchanges. Therefore, in order for mobile marketing to be genuinely effective, it must go beyond simply offering discounts and actively engaging consumers.

### **Manufacturers**

Although it might not appear immediately obvious, manufacturers play a vital role in the mobile promotion ecosystem. First off, due to the simplicity of providing digital coupons, cellular promotions provide a more effective platform for collaborative marketing expenditures between manufacturers and retailers. Additionally, similar to the situation with retailers, mobile promotions give manufacturers a greater chance to interact with customers and open up new lines of communication. It is crucial for manufacturers to directly benefit from how essential service providers are for the mobile ecosystem. For example, enterprises like restaurants, hair salons, and movie theatres can use mobile promotions to increase sales, which is normally impossible for service-based offers because customers can try out actual things prior to making a purchase. Therefore, mobile service promotions may generate doubts about the value of the products, which would lead to reduced redemption rates. In fact, studies have shown that certain product categories, including refreshments, seem to respond better to mobile advertisements (Danaher et al., 2015). Mobile technology's individualized and extensive reach, however, may reduce this impact. Users of community-based smartphone apps like Yelp etc Foursquare can reference user-generated material, ratings, and reviews of service providers if they have any concerns about the caliber of the services they receive. In particular, when it comes to services like mobile gaming, the scalability for mobile services, which enables dimensions previously unachievable with previous generations of technology, is significant (Hofacker et al., 2016).

Similar to the difficulties faced by sellers, fraud poses a potential concern for manufacturers in the business of mobile advertising. Due to the digital nature of mobile coupons, it is still hard for producers and sellers to manage their use, distribution, and duplication. It can be challenging to stop people from sending or sharing digital discounts, such as by retweeting or reposting, which raises the risk of blowback if firms disregard these concerns (Karolefski, 2013).

### **Intermediaries**

Given that there are both push and pull techniques for accessing mobile promotions, brokers are becoming more and more important inside the ecosystem of mobile advertising. These middlemen are essential in the development, advertising, and redemption of mobile promotions. When consumers actively request or choose to secure mobile promotions through intermediaries, they take an exceptional chance of bringing together consumer data from numerous sources, including promotions, consumers, retailers, and manufacturers. Due to the legal requirement for obtaining consumer consent in some jurisdictions, push promotions may have a more restricted audience. However, this issue presents a chance for intermediaries to obtain user authorization for manufacturers to send push alerts, expanding the age range reach for disseminating mobile promotions. In essence, intermediaries often produce audiences that are inherently larger than those of producers and sellers, making them crucial components of the mobile advertising ecosystem. Agents can develop more in-depth client profiles by collecting information on the frequency of coupon searches, brand and category preferences,

and price responsiveness. By utilizing this potential, intermediaries may provide both manufacturers and retailers with greater value while assisting in the reduction of marketing budget waste.

However, in the world of mobile promotions, intermediaries face major difficulties, notably with regard to attribution and incrementality. Intermediaries need to continuously show how important they are to the ecosystem if they want to keep their place. To target customers who might have made a purchase even without intermediaries delivering mobile promotions, the issue of incrementality must be addressed. While engaging current customers using a retailer's app looks to significantly lower the risk of revenue dilution when intermediaries engage consumers, it is crucial to find a balance between providing pertinent mobile promotions and respecting consumer privacy concerns. Consumers and retailers must be easily connected via intermediaries without putting their role in danger. The full value and market share that intermediaries' mobile marketing represent must also be made crystal obvious to manufacturers and sellers. When compared to other options like conventional free-standing inserts or print coupons, this picture is essential for highlighting the importance of intermediaries inside the mobile promotion ecosystem.

Concerns about disintermediation for intermediaries may surface as more manufacturers and retailers consider delivering mobile promotions directly. As intermediaries for mobile marketing, current loyalty programs, for instance, might position themselves as they already have a large audience and opt-ins to disperse incentives widely. Disintermediation may become more likely due to the surge in direct online shopping made possible by Google Now and Pinterest. Nevertheless, because of their greater audience reach and potential protection against disintermediation, intermediaries continue to have a distinct advantage over individual businesses.

#### **Agenda for research**

Our research plan for mobile promotions is based on the framework created in the previous section as well as our understanding of how they differ from traditional promotional strategies and advertising on mobile devices. The purpose of this study is to investigate key facets of how cell phone technology affects consumer behavior. Our goal is to answer concerns about how mobile technology affects consumer behavior and what pertinent knowledge marketers can learn from the data produced by mobile technologies and the metrics that go along with them.

Our study agenda takes into account two crucial viewpoints. It begins by looking at how consumer use of mobile technology has profoundly changed how they interact with and use devices. Second, it evaluates the effects these modifications will have on intermediaries', manufacturers', and stores' marketing plans. Within the context of these viewpoints, we have identified important and thorough research issues that direct our goal. These cover topics which include the delicate balancing act between privacy and value, ROI, accurate spatiotemporal targeting, the ever-changing environment of media substitutes, and the effects of channel power.

#### **Value-Privacy Trade off**

When it boils down to the crucial and hotly contested topic of privacy, consumer interests and those of other interested parties don't always coincide. While ease is something that customers look for when dealing with shops, the increasingly precise data that makes this convenience possible has a drawback that might allow stakeholders to target them with more invasive advertising tactics. Li and Pavlou (2014), for instance, conducted a field experiment to examine the trade-off consumers make when selecting whether to register on a website between the advantages of network externalities and diminished privacy. As a result, our first research question recommends that further study look at the following: [C1] To what level may consumers receive benefit from negotiating with retailers and middlemen over private information ownership in the context of mobile promotions? Given that businesses now have access to a wealth of consumer mobile data and because customer attention span on mobile devices are getting shorter, this subject is particularly pertinent.

The privacy discussions revolve on the trade-off between value extraction and intrusiveness, which is growing increasingly significant as mobile data becomes increasingly accessible via public and quasi-public networks. We design specific research questions for each participant in the mobile promotion ecosystem—consumers, merchants, producers, and intermediaries—in order to address this. The questions that will direct the organization of this section's research include sequential ones aimed at consumers (C1, C2,...), retailers (R1, R2,...), manufacturers (M1, M2,...), and intermediates (I1, I2,...).

It is useful to note two ways that mobile technology affects promotions for each of these groups. One viewpoint focuses on the potential for data and metrics to be produced as a result of the increasing use of mobile devices.

Many opt-in procedures are opaque and demand user "permission." Think about how AT&T and Verizon, for instance, use super-cookies. Because they permitted partners to monitor users' digital mobile activity without their knowledge or express authorization, these mobile phone companies came in for harsh criticism (Singer and Chen 2015). These acts raise the following issue: [R1] How can retailers deliver privacy-value bundles to customers from intermediaries?

It is obvious that mobile promotions will need to function in a more regulated environment as concerns regarding privacy garner more attention in national politics. Given this situation, the following research question is appropriate: [R2] What impact would possibly privacy policy changes have on merchants' decisions to invest in mobile promotions?

### **ROI, customer loyalty, and cross-selling**

Mobile technology has become a liberating force for individuals and businesses alike. Data at the customer level must be gathered and analyzed in order for CRM (customer relationship management) to be effective. The high implementation costs, however, have deterred larger businesses from adopting this strategy. As a result, further investigation might concentrate on the following issue: [R3] Can smartphone loyalty programs give smaller shops a competitive edge when they are up against big retail chains?

Belly and other mobile intermediaries have increased the reach of loyalty programs by cutting the costs of customer sign-up, point accumulation, and reward redemption. The worth of this greater reach isn't clear yet, though. Therefore, we pose the following issue: [C2] What implications will mobile loyalty platforms have on consumer switching and loyalty?

Through mobile intermediaries, companies may now keep track of their customers' progress in loyalty programs and use this data to improve their customer interactions (Pancras, Venkatesan, and Li 2015). The following research queries are raised by this: [R4] What tactics may companies use to promote upselling and impulsive buying over scheduled buying decisions? How will intermediaries modify their goals as the need for loyalty solutions rises, encouraging them to look into fresh strategies to increase profitability for the brand and retailer partners?

### **Contextual marketing, proximity to the point of sale, and spatial-temporal targeting**

A key benefit of smartphone advertising is the ability to monitor and target clients based on their location and timing. This makes it possible to develop creative marketing campaigns that can connect with clients during previously unreachable times, leading to more valuable offerings for customers as well as more successful marketing techniques. Therefore, from the viewpoint of consumers, a crucial research topic appears: [C3] Is it possible for clients to use mobile technology to leverage their proximity to purchase to bargain for promotional benefits with merchants and middlemen?

Ghose, Li, and Liu (2015) provide evidence of how marketers can provide more pertinent mobile promotions by studying users' trajectory patterns. Retailers and middlemen can judge how responsive a consumer is to a marketing campaign. The monitoring and influencing of a customer's vicinity to a purchase is made possible by spatial temporal targeting techniques as geofencing (Luo et al. 2014), geoconquesting (Fong, Fang, and Luo 2015), and Wi-Fi technology (Ghose, Li, and Liu 2015). These mobile marketing strategies are made possible by technologies like beacon technology and near-field communication, but even more precise contextual geographic behavioral marketing is made possible by the digital footprints that mobile devices leave behind.

These situations also demonstrate how point-of-purchase advertising and impulsive purchasing, once exclusive to in-store situations, have grown more prevalent in non-store settings. Mobile marketers may be able to give mobile promotions that are more contextually relevant by getting a better knowledge of customer intention through their cell phone moves, potentially lowering the unhappiness associated with impulsive purchases. Marketers still need user-specific location data so as to use spatiotemporal targeting to successfully alter consumer behavior. In order to fully utilize the potential of contextual targeting, [R5] would geofencing and geoconquesting go outside retail stores to more co-promotion or intermediate locations?

### **Social media, mobile, multichannel behavior, and cross-media substitution**

The explosive growth of the Internet in the late 1990s raised expectations for the shift from traditional media to new digital platforms, much like the current transition from desktop computers to mobile devices. The interplay between old and new media is undeniably intricate, with varying consumer preferences for media mix playing a pivotal role in the effectiveness of promotional endeavors involving new media. This prompts the following question: [R6] What factors will influence the shift in advertising expenditure from print to mobile media, and what implications does this transformation hold for the industry's future?

The pace at which the gap between metrics like "number of eyeballs" (emphasizing mobile platforms) and media spending (focused on print media) narrows is of utmost significance for merchants. Notably, consumers have evolved to engage with both offline and online media, as seen in behaviors like "ROBO" (research online, buy offline) and showrooming, wherein customers visit physical locations to inspect products before making online purchases. This context raises the question of how merchant strategies will adapt to the increasing prevalence of showrooming and ROBO behavior (Mehra, Kumar, and Raju 2013; Liu 2013). More precisely, what impact will consumer behaviors such as showrooming and ROBO across physical and mobile platforms have on the efficacy of mobile advertising techniques?

Retailer Target, for instance, has sought to address this issue by distinguishing between products and services available through traditional and mobile channels. Consequently, we inquire: [M1] Can manufacturers maximize their joint spending with retailers through the utilization of intermediaries?

As social media gains popularity, consumers place increasing trust in mobile-enabled social word-of-mouth, placing an emphasis on retailers' ability to deliver value and distinguish themselves from competitors. In light of this, [R8] to what extent can user-generated social media content aid retail service providers in setting themselves apart from the competition, particularly when compared to sellers of tangible goods?

### **Disintermediation, channel power, and consumer power**

For promotional service companies like Belly, Punch card, and RetailMeNot, mobile promotions have been crucial to their growth. The introduction of mobile technology, however, poses a dual threat to these intermediaries' business plans. The first issue is the ongoing danger of upstream competitors disintermediating intermediate operations by obtaining the data necessary for those operations (e.g., Pancras and Sudhir 2007). [C4] How will mobile transaction information affect the efficacy of advertising strategies? is the key query here.

In order to lower the frictional costs related to promotions, we need also take into account [C5] how much consumers will depend more on location-based incentives in the near future.

According to Ailawadi et al. (2009), a second danger comes from consumers using social networks to interact with producers and retailers directly through their mobile social connections. In a formal setting, we ask: How much information would customers contribute about pertinent offers on social media in order to reduce the frictional costs associated with promotions?

According to Waldfogel and Reimers (2015), the discussions taking place in the field of mobile marketing with ecosystem upstream members may parallel the developing problem of disintermediation downstream in content markets. In view of this, we inquire: [I2] How can intermediaries help businesses handle major issues with digital clearing and fraud prevention?

In this particular context, the growth of mobile payment networks and the need to prevent cybercrime are two additional pressing challenges that give rise to the following questions: [I3] What are the best ways for intermediaries to establish themselves as crucial stakeholders in the transaction process and stop retailer disintermediation? How much will mobile advertising be used by intermediaries to market mobile payment devices, [I4]?

### **International Perspective**

The widespread adoption of smartphones and other mobile devices has become a global phenomenon, with people in many economies embracing technology at a faster pace than anticipated. They initially embraced computers, followed by internet

connectivity for networking, and eventually shifted their focus to mobile networks through smartphones. Mobile phones have now become the preferred choice for a significant number of consumers over PCs for conducting transactions. The "Law of One Price," which posits that price disparities between markets should primarily reflect transportation costs, has found closer adherence, thanks to the use of mobile phones by wholesalers and fishermen in Kerala, India, as demonstrated by Jensen (2007).

On one hand, the global proliferation of smartphones and mobile devices offers multinational corporations the opportunity to execute global promotions that can be effectively tailored to local conditions. This leads to the following question: [M2] Where can mobile promotions be standardized for use across diverse global markets while still being customized to meet local needs and nuances?

On the other hand, local firms closely attuned to the demands of their regional markets have the potential for rapid growth, leveraging the low marginal costs and the mobile market's potential for swift expansion. These local companies can present formidable challenges to global giants, such as Flipkart, a major competitor of Amazon India, and Micromax, an Indian smartphone company competing with Apple and Samsung. What unique advantages do these regional competitors possess over international corporations in terms of their understanding of local advertising requirements? This raises an additional question: [M3] What impact do these factors have on the dynamics of local marketing and advertising?

### Summary and Conclusion

By improving supply-side businesses' access to clients in the mobile marketing ecosystem, smartphone technology has substantially increased the reach of advertisements. This increased supply has significant effects on many facets of promotions. Consumer attitudes and their interaction with promotions have undergone significant changes as a result of the broad embrace of mobile technologies. Numerous research questions have arisen as promotions play a bigger role in consumer behavior, involvement from stakeholders with consumers increases, strategic interactions between stakeholders obtain more intense, and consumer engagement with digital promotion platforms becomes more intense.

This study seeks to develop a thorough picture of the mobile promotion ecosystem and build a series of research questions structured around overarching themes to address the viewpoints of the various actors in this ecosystem. With the ubiquitous usage of mobile devices, a variety of approaches and techniques can be used to examine these subjects, although large-scale field studies are becoming more popular. Some of these research questions can also be investigated by looking at pertinent secondary data. We hope that our study will be a useful tool for people interested in the use of mobile advertising and lay the groundwork for more in-depth investigations in the future.

### References

1. McDonald's (2015), "McDonald's Uses Mobile Data as Currency in New Promotions," <http://tinyurl.com/od4j2jt> (Accessed July 8, 2015).
2. "Starbucks Taps Mobile Social Media for Frappuccino Promotion," by Dan Butcher (2010), available at <http://tinyurl.com/2c9rzjp> (accessed July 8, 2015).
3. Ariana E. Cha. <http://tinyurl.com/ozemcu9> (Accessed July 15, 2015), "Digital Coupons Helping Stores Get More Information about You," (2010).
4. "Five Innovative Mobile Marketing Techniques to Look Out for," by Pascal Clarysse (2015), available at <http://tinyurl.com/qad6dku> (accessed July 8, 2015).
5. "Web Coupons Know Lots About You, and They Tell," Stephanie Clifford (2010), <http://tinyurl.com/osvzbls> (Accessed July 18, 2015).
6. "Count on Contextual Coupons: Marketers Can Unlock Hidden Value with Deals and Discounts," by Collin Colburn and Shar VanBoskirk (2015), available at <http://tinyurl.com/ovtzksb> (accessed July 18, 2015)
7. "Best Coupon Apps for Grocery Shopping," Consumer Reports (2013), [http:// tinyurl.com/o433qz8](http://tinyurl.com/o433qz8) (Accessed July 8, 2015).
8. "Where, When and How Long: Factors that Influence the Redemption of Mobile Phone Coupons," *Journal of Marketing Research*, 52, 5, 710–25, by Peter J. Danaher, Michael S. Smith, Kulan Ranasinghe, and Tracey S. Danaher (2015).

9. "Shoppers Turn to Smartphones and Tablets to Cash in Coupons," eMarketer (2015a), available at <http://tinyurl.com/lacgyh9> (accessed July 8, 2015).
10. "Marketers Boost Efforts to Reach Coupon Clippers via Mobile," (2015b), available at <http://tinyurl.com/ontffnw> (accessed July 18, 2015).
11. "GEO-conquesting: Competitive Locational Targeting of Mobile Promotions," *Journal of Marketing Research*, 52, 5, 726-35, Nathan Fong, Zheng Fang, and Xueming Luo (2015).
12. Working Paper, "Shopping Trajectory-based Mobile Advertising," Anindya Ghose, Beibei Li, and Siyuan Liu, 2015.
13. Dhruv Grewal, Yakov Bart, Martin Spann, and Peter Zubcsek (2016) "Mobile Advertising: A Framework and Research Agenda," *Journal of Interactive Marketing*, 34, 3–14.
14. "RetailMeNot Deploys Geofencing at 180 Colleges for Back-to-School Blitz," by Mark Hamstra (2014), available at <http://tinyurl.com/q52andr> (accessed July 8, 2015). "Gamification and Mobile Marketing Effectiveness," by Charles Hofacker, Puneet Manchanda, Ko De Ruyter, Jeff Donaldson, and Nicholas Lurie (2016)
15. *Journal of Interactive Marketing*, Volume 34, Issues 25–36.
16. "Mobile Marketing: 5 Tips for Personalizing Push Notifications," by Ryan Hoffman (2015), available at <http://tinyurl.com/nz6sgz9> (accessed July 8, 2015).
17. Sam K. Hui, J. Jeffrey Inman, Yanliu Huang, and Jacob Suher (2013) "Estimating the Effect of Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies," *Journal of Marketing*, 77(2), 1-16.
18. Robert Jensen's article, "The Digital Divide: Information (Technology), Market Performance, and Welfare in the South Indian Fisheries Sector," was published in the *Quarterly Journal of Economics* in 2007 and may be found there at 122(3), 879-924.
19. "Thorny Issues Cloud Future of Digital and FSI Promotions," by John Karolefski (2013), available at <http://tinyurl.com/m2q6w9d> (accessed July 8, 2015).
20. "Best Buy Drives Foot Traffic to Locations via Geofencing Campaign," Kats, Rimma (2012), available at <http://tinyurl.com/qz4jvjp> (Accessed July 8, 2015). John F. Marshall and David Kenny, "Contextual Marketing: The Real
21. *Harvard Business Review*, 78, 6, 119–25. "Business of the Internet."
22. (2007), "An Assessment of Value Creation in Mobile Service Delivery and the Moderating Role of Time Consciousness," *Journal of Retailing*, 83, 1, pp. 33–46. Li, Ting and Paul A. Pavlou (2014), "What Drives Website Registration? Network Externalities Versus Privacy Issues, <http://ssrn.com/abstract=2510116>.
23. "The Psychology of Transcending the Here and Now," by Nira Liberman and Yaacov Trope, appeared in *Science* 322, 5905, 1201–5.
24. "'Showrooming' and Price-matching Guarantee," Liu, Qihong (2013), available at [ssrn.com/abstract=1862181](http://ssrn.com/abstract=1862181) (accessed July 8, 2015).
25. How Does Shopping with Others Influence Impulsive Purchasing? Luo, Xueming 2005. *Journal of Consumer Psychology*, 15(4), 288-94.
26. *Management Science*, 60, 7, 1738–56, "Mobile Targeting," by, Michelle Andrews, Fang Zheng, and Chee Wei Phang (2014).
27. "'Showrooming' and the Competition between Store and Online Retailers," Amit Mehra, Subodha Kumar, and Jagmohan S. Raju (2013), <http://ssrn.com/abstract=2200420> (Accessed July 8, 2015).
28. Joseph Pancras and K. "Optimal Marketing Strategies for a Customer Data Intermediary," by Sudhir (2007), was published in *Journal of Marketing Research* 44, 4, 560-78.
29. "Investigating the Value of Competitive Mobile Loyalty Program Platforms for Intermediaries and Retailers," MSI working paper, by , Rajkumar Venkatesan, and Bin Li, 2015.
30. Rachel Pasqua and Noah Elkin, "Mobile Marketing: An Hour a Day," 2013.
31. Cybex, New Jersey.
32. Suresh Ramanathan and Sanjay K. Dhar (2010) published an article titled "The Effect of Sales Promotions on the Size and Composition of the Shopping Basket: Regulatory Compatibility from Framing and Temporal Restrictions," which appeared in *Journal of Marketing Research*, 47, 3, 542-52.
33. Rooker, Dennis W. *Journal of Consumer Research*, 14, 2, 189-199, "The Buying Impulse," 1987.

34. "Subway Wraps up Consumer Loyalty with Location-based Wi-Fi Rewards," by Alex Samuely (2015a), available at <http://tinyurl.com/q5pwzfl> (accessed July 8, 2015).
35. [Tinyurl.com/ox3gouw](http://tinyurl.com/ox3gouw) (Accessed July 18, 2015), "TGI Fridays Ignites Social Burger Promotion with Sense of Urgency," (2015b).
36. "Mobile Marketing: A Synthesis and Prognosis," by Venkatesh Shankar and Sridhar Balasubramanian, *Journal of Interactive Marketing*, 23, 118–29 (2009).
37. "Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues," by , Alladi Venkatesh, Charles Hofacker, and Prasad Naik (2010), *Journal of Interactive Marketing*, 24, 111–20.
38. "Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues," *Journal of Interactive Marketing*, 34, 37–48, by , Mirella Kleijnen, Suresh Ramanathan, Ross Rizley, Steve Holland, and Shawn Morrissey.
39. "Verizon's Mobile 'Supercookies' Seen as Threat to Privacy," by Natasha Singer and Brian X. Chen (2015), available at <http://tinyurl.com/oms7rwl> (accessed July 18, 2018).
40. Derek Thompson (2015), "Facebook, Google, and the Economics of Time," available at <http://tinyurl.com/mjr9gg9> (accessed on July 8, 2015).
41. Chantal Tode (2013) "Location Targeting More Than Doubles Performance of Mobile Ads: Report," available at <http://tinyurl.com/a2mc9h3> (accessed July 8, 2015).
42. [Tinyurl.com/q774cb7](http://tinyurl.com/q774cb7) (Accessed July 18, 2015), "Target Fires Back at Amazon with Its Own Image Recognition App," (2014).
43. Have Mobile-driven Sales Events Gone Too Far? (2015). "Tiny URL: qcz9qbr (Viewed on July 18, 2015).
44. Joel Waldfogel and Imke Reimers (2015) "Storming the Gatekeepers: Digital Disintermediation in the Market for Books," *Information Economics and Policy*, 31(47–58).
45. Yinlong Zhang, L.J. "The Influence of Self-construal on Impulsive Consumption," by Shrum (2008), *Journal of Consumer Research*, 35, 5, 838–50.
46. "Showdown Over 'Showrooming': Target Asks Vendors for Help Keeping Comparison Shoppers," Ann Zimmerman (2012), <http://tinyurl.com/q3fk5sx> (Accessed July 8, 2015).
47. Garg, A., Sharma, H., Singh, A.K., Sharma, N., & Aneja, S. (2024). Understanding the unpredictable: Technological revolutions' transformative impact on tourism management and marketing. In *Service Innovations in Tourism: Metaverse, Immersive Technologies, and Digital Twin* (pp. 19–38).
48. Garg, A., Pandey, T.R., Singhal, R.K., Sharma, H., & Singh, A.K. (2024). Exploring enlarged perceptions of value: The utilization of virtual reality in Indian Tourism. In *Service Innovations in Tourism: Metaverse, Immersive Technologies, and Digital Twin* (pp. 215–253).
49. Garg, A., Pandey, A., Sharma, N., Jha, P.K., & Singhal, R.K. (2023). An In-Depth Analysis of the Constantly Changing World of Cyber Threats and Defences: Locating the Most Recent Developments. In *2023 International Conference on Power Energy, Environment and Intelligent Control, PEEIC 2023* (pp. 181–186).
50. Singhal, R.K. Kumar, Garg, A., Verma, N., Sharma, H., & Singh, A.K. (2023). Unlocking Diverse Possibilities: The Versatile Applications of Blockchain Technology. In *2023 International Conference on Power Energy, Environment and Intelligent Control, PEEIC 2023* (pp. 187–191).