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An evaluation of the effects of mobile marketing on consumer buying behaviour; a case study of H&M in India

Assessment 1

Introduction

Background and Context of the project

Mobile marketing is an online marketing technique through a multichannel method which is done by most of the current organizations in reaching their target audience through smartphones, feature phones and tablets. H & M Group retained its position as the country's number one fast fashion brand with revenues worth \$ 210 million in 2021 (Statista.com, 2022). The company has planned to open 100 new stores in the year 2023. The current assessment will discuss on how H & M organizations utilise mobile marketing in India in the promotion of their clothings.

As of November 2020, H & M operates 50 stores in India and some of the apparel company's stores are situated in Delhi, Mumbai, Kolkata, Chennai, Hyderabad and Bangalore (hm.com, 2023). The company launched its products in India in the year 2015. However, it later began to sell its apparel retail products through online platforms and formed a partnership with Myntra online platform. Since, most of the customers in India use low-cost internet in surfing, hence H & M's marketing department uses mobile marketing methods in reaching potential customers. The current assessment will compare the opinions of various authors on the benefits of mobile marketing and also the challenges which occur. Besides, there will be a discussion on the research gaps which will be addressed in this assessment. Moreover, the methodology that will be used in conducting this mini-research will be written.

Aims and Objectives of the research

The **aim of the research** will be to evaluate **the effects of mobile marketing on consumer buying behaviour** by considering **the** case of H & M company in India. Besides, the challenges which occur through mobile marketing of apparel and footwear will be discussed considering the context of the apparel retail industry.

The objectives considered for the current study will be:

- To evaluate the effects of mobile marketing on the purchasing behaviour of consumers
- To analyse the challenges that occur through mobile marketing for H&M in India
- To recommend how the challenges that arise from mobile marketing can be addressed

Research Questions

- a) What will be the effects of mobile marketing in influencing customers' buying behaviour?
- b) Which challenges will occur for H & M owners while promoting their products through mobile marketing?
- c) How can the challenges of mobile marketing can be resolved by the retail owners?

Summarised Literature Review and Research Gaps

Literature Review

Theme 1: Evaluation of the effects of mobile marketing in customers' purchasing behaviour

As per Anil *et al.* (2020), social media tools have become indispensable tools for online customers nowadays since most businesses have to mobile marketing in targeting their potential customers. It is estimated that millennials spend most of their time on online platforms. Hence, fashion & apparel companies use creative and active social media engagement in improving their brand image. Engagement through the usage of mobile marketing helped in creating a positive impact on increasing a customer's awareness towards an apparel brand as well as manipulating the purchase intentions. Moreover, this article further stated that most individuals access social media platforms through mobile phones and hence apparel companies detect their potential customers through mobile marketing method. In this case, a company posts on a new product which has been launched by their store and enables their potential customers in reposting it, thus playing a role in indirect promotion.

However, Zakharchevich *et al.* (2020), argued that the influence of social media networks ³ has a big role to play in the globalization in the fashion and footwear market. Hence, in this case, the one-touch mobile applications is becoming popular for assisting potential customers in gaining access to new apparel or footwear launched by a company. It is seen that there are fourteen types of mobile applications which are used by the garment industry. The technique through which mobile application is built has been described in brief in this article. First of all, the company asks its graphic designers to design the clothing and footwear which are available in its stores. After that, the price of each item is written below in an attractive font to create awareness among its customers through the online method. The representation of each graphic element of the apparel will enable the customers in choosing which product will be suitable for them.

Theme 2: Analysis on the challenges of mobile marketing

According to Kumar and Mittal (2020), one of the challenges faced through mobile marketing by retail marketers is uncertainty in security transactions, privacy regarding the customers' personal information and designing of non-intrusive advertisements. Most of the time, it is seen that an user is doubtful whether the mobile applications have the legal right in recording personal transaction information without consent. The information can be used by companies or identity threat hackers for spamming, thus posing a risk to an individual's personal information. Besides, the authors further stated that security has always remained a challenge for ICT-based tools, thus creating a hindrance in designing the mobile marketing strategy. One thing that should be considered in mind by apparel and footwear retailers while advertising their products through mobile applications is the prioritisation of the customers' security.

On the other hand, Hole *et al.* (2019), argued that since there are various models of mobile phones available in the market, diverse methods needed to be taken in entering each market. In some markets, a retail product can be advertised through Google Chrome whereas in other markets, the promotion can be done through the Twitter platform. Moreover, considering the Indian market, it is still at a very nascent stage compared to Western countries since the number of smartphones is less. As a result, many customers would not be able to become aware on the new apparel products that has been launched by an apparel retail chain. Moreover, there has been a lack of regulations for marketers which are needed to be followed to gain trust among its potential customers.

Theme 3: Recommendations on addressing the challenges that arise through mobile marketing

Grewal *et al.* (2020), opined that the development of an efficient strategy is important to resolve the challenges in mobile marketing. The mobile application which is designed by various companies in promoting products and services with a single click should focus on the customers' security of personal information. A unified framework for privacy can be implemented for addressing customer's concerns which will consist of two components. The first component is the machine learning framework which will assist in securing the customers' data who have purchased the apparel retail products. The second component includes an analytical framework which will help in targeting the counterfactuals assuming the competition in the retail market.

It is shown that there is some heterogeneity among retail advertisers regarding the preferred level of targeting. Ad-networks have some economic incentives in preserving the privacy of the owners.

On the contrary, Tong *et al.* (2020) argued that the definition of the term “mobile” has evolved rapidly from a palm-size pocket device to a wide range of computing devices. Crowd-out effects of targeting the customers based on individual behaviour showed that although the sales of similar products can be increased, the dissimilar products may remain unsold. Hence, mobile coupons can be used in increasing the higher redemption rate such as redemption rates can increase on some days such as Monday and Wednesday and receive lower demands on other days. A digital coupon is sustainable since there is a reduction in paper waste and can be effective in reaching Indian customers when they are already spending time online in surfing online platforms.

Research Gaps

Although, there have been several articles written on mobile marketing, in this research paper there will be a discussion on the aspects which had not been analysed before. In the previous research papers, the term “mobile marketing has been described and the rate at which it has been used in targeting new customers had been evaluated. However, in the current research, there will be a detailed evaluation of how mobile marketing impacts the purchasing behaviour of the modern customers. The case study will be considered on how H & M apparel retail chain will use social media marketing in advertising its products.

In the previous articles, there was only a brief discussion on mobile phones can be used for the advertising of marketing apparel or footwear. The ways through which promotion can be done through SMS, Email and various social media platforms had been discussed in the older papers (Desai and Vidyapeeth, 2019). On the other hand, this paper studied on the challenges faced by apparel marketers in advertising their products through mobile marketing method. The challenges such as customer safety and privacy of their personal data will be elaborated in detail if this proposal is given the approval.

Apart from this, in the previous articles, there were no proper recommendations written on how to address the issues which may arise from mobile marketing. On the other hand, in the current study, the challenges which may arise due to the implementation of mobile marketing will be identified and the potential steps taken to resolve the issues will be written.

Research Methodology

Research Philosophy

The philosophy that will be chosen for the current research is positivism since it will assist in providing a structured answer on how mobile marketing impacted the purchasing behaviour of the customers. The second reason for choosing research philosophy is it will help in covering a wide range of situations in a shorter time period (Alharahsheh and Pius, 2020). Similarly, in the research, there will be an elaborate discussion on both the benefits as well as the challenges faced through mobile marketing. Another reason for the consideration of this research philosophy is it is more scientific in analysing the obtained information. It opines for the usage of relevant theories and statistical information while highlighting the impact of social media marketing through smartphones.

Research Approach

The deductive research approach will be relevant in carrying out the current study since it will derive information from the existing articles on the impact of mobile marketing in targeting new customers (Casula *et al.*, 2021). Besides, another reason for which deductive research approach is it increases the possibility of measuring the ideas and concepts related to the research. Similarly, in this case, there will be an analysis on the concepts of mobile marketing and marketing campaigns that can be designed by the H & M retail chain in India.

Research Strategy

The second qualitative research strategy will be beneficial in carrying out the current study since it will save time and effort in gathering sufficient information on mobile marketing (Chatfield, 2020). Besides, this strategy reduces the need of conducting an on-field study since the required information can be obtained from Google Scholar and University Library portal. The second reason for considering this research strategy is it provides the data in a clean and structured manner. The research scholars always conduct research by using five chapters which enables a reader in understanding whether research objectives are fulfilled.

Research Design

The descriptive research design will be considered in carrying out the current research since it will help in systematically describing a phenomenon or situation (Siedlecki, 2020). Hence, while carrying out this research, first of all, there will be a discussion on the topic of mobile

marketing. After that, there will be a detailed analysis on how H & M can promote its products through mobile marketing among Indian customers.

Data Collection

The secondary data collection method will be considered for this study since the required information on the usage of mobile marketing can be obtained by studying the numerous articles related to it.

Data Analysis

The thematic data analysis can be considered for analysing the retrieved information on mobile marketing since it provides flexibility in analysing the data in various aspects. In the current research, the first theme will evaluate the impact of mobile marketing on indian customer behaviour in purchasing apparel.

Conclusion

In the current assessment, a research proposal has been made considering the topic of ⁵the impact of mobile marketing in the purchasing behaviour of the customers with the case considered for H & M apparel firm in India. The aims and objectives proposed for the current study have been written. Besides, a summarised literature review has been carried out by considering three themes and the research gaps that will be covered are briefly elaborated. In the research methodology section, the research philosophy considered is positivism. Moreover, the research strategy considered in executing the study is secondary qualitative since the required data on mobile marketing can be obtained only through secondary literary articles.

Assessment 2 (Poster)

Introduction

This research proposal is going to be evaluated ¹the effects of mobile marketing on consumer buying behaviour. In order to conduct the research, a case study of H&M in India is going taken for evaluating the effects of mobile marketing on consumer buying behaviour. First the aim and objective of this proposal are going to be identified. In order to gain insights into the research topic more, various articles and journals are going to be studied and examined thoroughly. The methods for conducting the research are also going to be identified.

Literature Review and Research Gaps

Literature Review

According to Anil et al. (2020), social media tools have become indispensable tools for online customers nowadays since most businesses have to mobile marketing in targeting their potential customers.

In the article, Zakharkovich et al. (2020), also argued that the influence of social media networks has a big role to play in the globalization in the fashion and footwear market.

On the other hand, Hole et al. (2019), explained that since there are various models of mobile phones available in the market, diverse methods needed to be taken in entering each market.

The article by Grewal et al. (2020), also showed that the development of an efficient strategy is important to resolve the challenges in mobile marketing.

Research Gap

In the previous articles, there was only a brief discussion on mobile phones can be used for the advertising of marketing apparel or footwear. However, past researchers didn't evaluate the research topic more and there was a lack of in-depth information in those research. In the previous articles, there were also no proper recommendations addressing the issues which may arise from mobile marketing.

The current research will evaluate the effect of mobile marketing on the purchasing behaviour of modern customers along with the challenges faced by apparel marketers in advertising their products through mobile marketing methods and the potential effective ways to overcome the issues.

Research Methodology

In order to conduct the research, the positivism philosophy will be chosen since it will assist in providing a structured answer on how mobile marketing impacted the purchasing behaviour of customers. The deductive research approach will be relevant in carrying out the current study. The second qualitative research strategy will be beneficial for this research proposal as it will save time and effort in gathering sufficient information on mobile marketing. The descriptive research design will be considered in carrying out the current research since it will help in systematically describing a phenomenon or situation. The secondary data collection method will be considered for this paper. Moreover, the thematic data analysis can be considered for conducting the research.

Conclusion

In this poster, the contents of the above research proposal is written in brief. The aims and objectives considered for the research have been written. After that, in the summarised literature review section, the three themes were considered and the various author's opinions on mobile marketing and its benefits and challenges were discussed. Moreover, in the research methodology section, the research philosophy, strategy, approach, data collection and analysis method that will be considered in this study were discussed.

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