# Impact of Mobile Communication on E-Commerce

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CHAPTER-1

INTRODUCTION

Introduction to Topic

Marketing is a constantly evolving process, with hundreds of tools and strategies available to the business to reach its customers, but the search for a new, clever way to reach, communicate and serve customers has never stopped, as we know that customer preferences are always changing and a new level of profit has been reached.

Sales tools are often divided into two categories according to the changing times: traditional and modern, but we often forget the best marketing tools between the two: Mobile marketing. In this research paper I will compare all three types of marketing namely traditional advertising forms such as newsletters, televisions, radios. Mobile marketing: SMS, WhatsApp and IVR. Modern or online marketing, I, e.g. social media, websites and blogs. Their relevance to the current world and how they affect E-commerce businesses. I will be reviewing the ad tracking of advertising on all three social media / marketing media.

I have chosen the field of E-commerce to analyze the effects of these three modes of communication because E-commerce is very popular with a large part of the Indian population: YOUTH.

The survey was conducted in two parts, in one section questions were asked of business owners who had stopped using certain types of marketing (traditional / cell phones / internet) and the reason for doing so. In the second part, questions were asked of people aged 17-32 about how they would like to receive an ad.

Let's start by understanding the basic concepts related to research to better understand:

# EVOLUTION OF MARKETING

At the beginning of the century, social life was mostly local. It was followed by a period in which commodities were produced on a mass scale. Consumer Marketing operated on mass marketing principles and business primarily concerned itself with how to build the best sales force. At the end of the century, there is an emerging global culture. The major driver of these changes is technology. Technological change has moved steadily back focusing on the individual. These changes shape the possibility and conduct of business. Marketing is especially tied to communication and transportation revolution. As the tools and reach of marketing increase, the job and responsibilities of marketers have evolved with them.

Kotler formalized this evolution with his book "Marketing Management." His key stages are production, sales and brand management. Each of these is strongly motivated by technological opportunities, which permit new methods and new opportunities. A fourth stage, a focus on the individual customer, is also important. As the new technology of the Internet develops, it reinforces the new marketing emphasis - which in many ways is a return to business at the turn of the century.

In today's technology driven world, a new fast paced digital economy is emerging. In the near future, it wouldn't be surprising to see that there are companies that exist only inside computer networks. Most business transactions will be made electronically, directly from the producer to the consumer, bypassing the supply chain. In the digital marketing environment, the consumer becomes an integral player in the development of the product. In fact, a consumer might build the product himself from a wide array of parts provided by the company. It is e-commerce that is changing the way products and services are conceived, manufactured, promoted, priced, distributed and sold. The reason being that it is much cheaper; it allows vast coverage and helps in serving the customer better.

# CHANGING PATTERNS OF MARKETING

## Traditional Marketing, Mobile marketing & digital Marketing

Trading over the years has recently begun to be used in exchange for advertising. Now from the appearance of mobile phones and then smart phones and internet explosions; advertising paradigms have been constantly changing.

Advertising culture has a long history, almost always in the form of mass production. Marketing went from word-of-mouth transmission to one reference group, one reference group to another, to newspapers, radio, and television.

Then came the cell phone, and as it has become a part of people's lives, it has become an integral part of marketing. Of all the advertising and marketing media, SMS is one of the most lively and trusted. Even with the advent of the internet, SMS is still a part of marketing e-commerce businesses, from ordering, updates to tracking and delivery and updates, SMS is widely used by the media by the e-com business and is trusted by customers.

The first Web ad was posted on the Hot Wired website in October 1994. AT&T, MCI, Sprint, Volvo, Club Med, ZIMA were the first to try it and online advertising has come a long way since at that time. Here, I can try to compare Internet Advertising, Mobile Advertising with Traditional Advertising:

Let's take a look:

Traditional Advertising:

- Traditional advertising is static.
- Space is not a limiting factor
- The share of planning advertising is sometimes high 50:50.
- It does not provoke immediate action.
- Response to action is slow.
- Ads are only accepted.

➢ Advertising is not always understood by a highly focused audience.

➢ Ads are everywhere

## Mobile Marketing

Mobile marketing, also known as mobile communication is the mix of multiple marketing tools frequently used by marketers to engage their customers or expand their reach, It is called mobile marketing because all the tools are heavily dependent on mobile cells or the tools are usually installed in mobile phones.

There are multiple agencies, operators, aggregators and vendors of mobile marketing which enables companies with not only tools of mobile marketing but also help the out in generating their own database or doing campaigns on external data.

Mobile marketing tools are :

SMS Marketing

▪ WhatsApp Marketing

▪ Out Bound Dialer/Promotional Voice Calls

▪ IVR - Interactive Voice Response

▪ Missed Call Panel

▪ Short Codes

:-

SMS Marketing: SMS marketing can be understood as the organization's SMS outlet, SMS sending includes both Active SMS integrated API and SMD promotional data generated with internal or external data. In the integrated SMS API, companies send transaction SMS to their existing customer from their website, these trading SMS can be credit, warranty, coupons, reminders, tracking id and other clear and clear service messages. Advertising sms can be used to send an targeted audience awareness campaign from a single channel or with multiple users. It can even be configured to send a promotional SMS with any information, promotions, event details / webinar, discounts & offers for new and emerging customers

companies with 6-letter sender ownership.

➢ APIs allow software and web developers to integrate any application with panels.

➢ As per the latest directive from TRAI - DLT registration will be required to authorize the Sender-

IDs / titles and templates.

➢ Different types of sorting and sorting are possible to extract the correct data.

➢ The link can be added to easily tracked links

WHATSAPP MARKETING:

There are two types of WhatsApp used today for mobile communication: the WhatsApp business and the WhatsApp sender.

WhatsApp Business is the official WhatsApp offered to businesses by meta (Facebook) as WhatsApp is purchased by meta. That WhatsApp account contains a green tag and company logo. WhatsApp business is a real way or can say the right way for companies to reach their customers but it is a process that takes a long time. This is also one of the most expensive tools as the setting fee is at least 1.5 lacs and more depending on the company and its performance scale. There are certain rules and regulations associated with this tool that although it is very considerate of end-users of WhatsApp but somewhere do not consider businesses such as meta content authorization, cost, authorization time, text terms and more.

Now, come to WhatsApp sender:

WhatsApp Sender is automatically updated on all new accounts, This is usually used to send any information, details, offers or promotions to new and existing customers. Those who use WhatsApp Messenger. Messages are sent to all WhatsApp registered numbers between 9am and 6pm only.

➢ No need for any kind of consent or consent by clients.

➢ WhatsApp text can be submitted along with Image / Video / PDF.

➢ It will increase accessibility.

➢ The connection will be delivered via a 10-digit mobile number.

➢ Communication will be delivered according to the line-up campaigns, which is always best done before 12pm.

➢ There is a need to instruct the customer to respond in order to open the specified link in the content.


OBD - OUT BOUND DIALER / ENCOURAGING WORDS

OBD is a tool for marketing and promoting your business or product. Default voice call
with a recorded message or jingle sent to a targeted customer at the same time. You
they can send a voice message to people's lacs in a very short time on their cell phones too
landline numbers.

➢ Normal heartbeat is 30 seconds on the voice call.

➢ Cheap compatible and high speed compatible phones.

➢ Detailed reports and real time

➢ businesses can add options to connect directly to their call canter / CRM teams.IVR

Interactive voice response (IVR) is a technology that helps to connect the caller/customer to a live

agent to solve the query of small businesses with more intelligent and simpler call routing, tracking, transfer etc. It allows humans to interact with a agent through a routed call from a panel. IVR systems are used for internal beatings.

➢ IVR systems can be used to handle complex calls / queries / lead produced in the organization.

➢ Welcome message to greet callers before connecting to the agent.

➢ Phone details and unlimited Call Recording conversations between Caller and Agent.

➢ It is always available to answer caller's questions by contacting multiple agents with the corresponding call.

➢ Proper distribution of leads to each agent.

➢ Managers can monitor training calls and the development process.

SHORT CODES:

SHORT CARDS for short consecutive digits, much shorter than phone numbers, i.e.

is designed to be easier to read and remember than phone numbers. Short codes are different from

each operator at the technical level. However, providers often have contracts that they should avoid

to escape. You can activate your KEYWORD in SHORT CODE.

➢ A business can set up an inbox by using keywords in its short code.

➢ Customers can reach out to them for more information or to show interest in their product or service in a convenient way

The SMS was sent following the keyword in the business short code.

➢ Shortcuts are widely used in value-added services such as Charity donations, mobile services,

ordering ringtones, and voting for the television program.

➢ Messages sent in a short code can be charged at a higher price than regular SMS.


Mobile communication tools are undoubtedly very effective and effective for businesses, especially small businesses and small businesses given that the right strategy and targeting is done but with the fluctuations of the most attractive internet world, companies and departures.

Mobile Marketing Features-

• Advertising may be targeted at specific target groups

• Customization is possible

• Have greater access

• It is traceable

• Trusted (SMS- comes under TRAI)

• Short, clean and related.

Online Advertising:

☐ It is powerful with multimedia support- and video audio for pictures all together.

☐ Space is a problem, in terms of banner size etc.

☐ A web page can be 91% for editing and 9% for advertising.

☐ Requires quick action as you at least need to click on the ad.

Yokuqala The first response is available as soon as the user clicks, the person is redirected to another web page for more details.

☐ The user has a high level of attention and concentration while using the net, which is why he sees the ad. (please see chapter)

☐ This can be very focused.

☐ Ads catch users when they look for something. For example, search is by searching engine rather than travel agents' ads on the net.

So we see that advertising is changing as well as the rules of online marketing. So when designing or developing any online product marketing strategy the manager should consider factors such as: -

1. The Internet has had a huge impact on advertising. Companies should be careful about joining the IT bandwagon. They should not advertise on the net just to present themselves as a techno savvy company or perhaps because their competitors are doing the same thing. It should be a well-organized campaign full of specific information and catching attention.

2. The 'net' payments are on the upside (although there has been a sharp decline in rates over the past few months). People will therefore be aware of the fact that ads consume a lot of web time online and therefore avoid clicking on middle ads. Therefore, ads should be designed in such a way that they attract attention and make people click the net.

3. Another thing would be to produce 'search' direct advertising. This could mean that if I offer a search engine book search results, the ads that are displayed will be related to the books.

4. Often, people see ads as time consuming and full of unwanted information. It should be noted that designing ads in such a way that the information you provide or links to the site provide sufficient and accurate information.

5. The ads and subsequent information on the website should be regularly updated and highlighted in the advertisements and thus make repeated clicks on the ad.

6. Last but not least; advertisements should be designed in such a way that they attract the attention of a high number of people and entice them to click, failing which the advertiser ends up breaking his purpose.

## Growth of Internet usage and E-commerce:

According to the research report of Goldman Sachs, India has emerged as the second largest Internet market in Asia after China with 450 million users in 2017. It estimates that Indian Internet Users will increase by 130% compounded annual growth rate (CAGR) from 0.5 million users recorded at end of 1998. Also the figures of the number of Internet Service Providers (ISPs) is expected to increase by leaps and bounds and March 2017 sees at least 30 private international gateways. As per preliminary findings of the NASSCOM survey, the total volume of E-commerce transactions in India was about Rs.131 crores in the year 1998-99. Out of this volume, about Rs.12 crores were contributed by retail Internet or Business-to-Consumer transactions, and about Rs.119 crores were contributed by Business-to-Business transactions. The overall E-commerce market in India was valued $17 billion in FY 2016. Here are some predictions regarding E-commerce by 2020: The fashion and lifestyle segment will emerge as the largest e-tailing category with a 35% contribution to e-Commerce gross merchandise value, or GMV, overtaking the consumer electronics segment which dominates the sales of Indian e-Commerce industry at present. 50% of travel transactions to be online as travel across India increases and more people book online, taking advantage of competitive pricing offered by online travel agents (OTAs) and aggregators. An increasing amount of user-generated content online (views on social media, reviews on websites, etc.) is driving aspirational travel, tipping the scales in favour of trips that were once only contemplated, never undertaken. With the rapid adoption of

smartphones and next generation networks, content consumption patterns and consumer engagement channels are rapidly evolving. Even in its nascent phase, the video-on-demand (VOD) market is highly competitive in India.

For Business-to-Business transactions, Indian industries are expected to reach online penetration of 15% by 2018 and 20% by 2020

## Effectiveness of the Net in Reaching Out to the Masses

The reach of Internet may not yet be as wide as that of other mass media, but given its unique advantages, it is undoubtedly the communication medium of the future. Marketers around the world have from time to time tried to reach their target audiences through various media. Scientific and technological advances have and will continue to create newer media to improve communication, and marketers will try to use the same to effectively address their audiences. Internet is one of the latest to join the list of such media inventions.

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# CHAPTER-2

## OVERVIEW OF STUDY

The objective of this research study is to investigate the impact of mobile communication on e commerce businesses along with evaluating the same for other forms of marketing. Traditional marketing, mobile marketing or online digital marketing and consumer behaviour, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies. The specific objectives of this research are:

1. To know the consumer's awareness and perception about the information about products and services provided on

Newspapers, radio

SMS, WhatsApp

Social medias, internet

2. To know how it helps them in communicating with their customers.

3. To know how it reduces the uncertainty in purchase decision process.

# CHAPTER-3

literature review

As companies strive to make their advertising / marketing more effective in terms of customer acceptance, we consider it important to find out whether consumers are more receptive to traditional forms of marketing such as newspapers and radio or mobile communications such as SMS and WhatsApp or the Internet. marketing sites such as blogs and communities compared to non-affiliated websites. In addition, some companies use ads designed to achieve their objectives, and we will explore this issue in terms of users' perceptions about customized ads. Moreover, there was no consensus in previous research on the differences between men and women in these cases.

There are different types of marketing used by e commerce stores, let's check them out:

General: Television and newspapers are a great way to reach a wider audience, appreciate discounts and donations and most e commerce companies today use them.

• Accessibility - takes into account quantity.

• Timely efficiency - a time-consuming process.

• Cost - Traditional marketing types are not traceable and cannot be compared to ROI but are more expensive as they are always bulky and take into account quantities.

• Customization - not possible.

Mobile Marketing-

Mobile telecommunications are an integral part of many e-commerce stores because of these features-

Accessibility- Desired

Time efficiency - delivered in seconds, it works very well.

Cost works effectively compared to newspaper, tv or SEO.

Customization- possible


Internet Marketing-

Internet marketing can also be the key to success in an ecommerce store. In every ecommerce store they have to reach the most interesting people for their products in order to turn it into a sale. Product listing ads are used to promote ecommerce store products.

Integrated marketing is a very important part of online shopping. You provide a small percentage of all revenue by effective marketing to publishers (Bloggers or Website Owners) who promote your product on their sites. Re-marketing also helps guide your most interested audience most of the time for some ecommerce Store.

Entrepreneurs are people who build their businesses with their ideas and resources. They should seek out online marketing in order to achieve their vision and the presence of more people. Without Internet Marketing they cannot turn their business into a popular brand.

With the help of digital marketing they can easily access their targeted sales and revenue on a small budget. The best part of Online Marketing is that you can start it with Zero or Small Investment. No Waste, high return on investment.

Professional bloggers are people who write helpful guide or information for their readers. Most of the time their source of revenue is based on marketing partnerships with Google AdSense. They earn enough money for their blog but have a need for traffic to make money.

The scope of the research theory includes the popularity and authenticity of traditional, mobile and digital marketing, the need for virtual markets, their role in influencing the consumption pattern and practices, the appropriateness and disadvantages of the electronic market, major players in online marketing etc.

1. The study was divided into two parts: in one case questions were asked of business owners who had stopped using certain types of marketing (traditional / cell phones / internet) and the reason for doing so. In the second part, questions were asked of people aged 17-32 about how they would like to receive an ad.

2. Location used by PAN India.

3. The study was based on the Questionnaire.

CHAPTER 4

RESEARCH METHOD

In this chapter we will present how we will conduct our research to gather basic information and achieve the purpose of research. We will also discuss what different types of methods were used.

Research design

It is an experimental research study. We compiled a list of questions to understand the most popular way to communicate ads with business owners and end users.

Sample size:

For business owners and sales managers- 20

End users- 20

DATA Sources

Basic data:

In a telephone interview for marketing professionals / business owners / sales managers

Questions for end users.

Key data is behind all the green attempts made by each individual to gain the attitude, behavior and attitude of the sample population by completing a list of questionnaires that gradually accumulate into the backbone of online marketing data.

Secondary data:

Secondary data can be divided into three different subgroups: documentary, multiple sources, and published articles. Documentary second hand data comes in written and non-written form. It is data that can be collected from sources such as journals, websites, transcripts etc. This type of data depends on the researcher's access to it. Secondary research-based data is data collected by research and is available as data table forms. Multiple source data is data compiled into a document or research form.

REVOLUTIONARY TOOLS:

Here I have collected examples of traditional, Mobile and Internet marketing lessons, which can represent my entire report in a real-life environment. It provides a useful insight into my project report.

Document Review:

Books, annual report, website, published and unpublished material.

Field View:

I have done extensive research on various blogs, reports, communities and changing patterns to look at the online marketing performance of various e-commerce organizations.

# Chapter-5

# DATA ANALYSIS AND INTERPRETATION

## We can interpret and analyze the data collected in the questionnaire.

Case studies

☐ Gupshup- Zomato

☐ MSG ad- Cosmetic products

Case study

Gupshup - Zomato

LESSON LESSON: Global restaurant aggregator and food delivery company, enhances delivery through Gupshup Introduction A global restaurant and food delivery company mainly uses web-based messaging and interface services to provide information, menus and updates to restaurant users and delivery options from partner restaurants in selected cities. Challenge Global restaurant aggregator and catering company hired regular delivery managers. In order to reach the right target audience, the company advertises various forums like their website, Facebook, Rental Sites, etc. When a person clicks on an ad or a link is displayed, they are

redirected to complete basic information. When they are done, they must download the app via the link to complete the ride. During this process, the company was faced with the abandonment of many among the total number of people who initially showed interest as they did not download the app or continue the ride process. WhatsApp Chat Conversation Solution The company wanted to make the entire service delivery system more conversational in order to make it easier for targeted audiences to understand the process and get into the delivery managers according to their timing and location. Gupshup helped the company deal with the problem by completing the user journey on WhatsApp due to its flexibility and ease of use. Re-direct the potential audience on WhatsApp to get basic KYC information and process the initial entry fee within WhatsApp itself. Post this confirmation, interested people can download the delivery management application, go through the training process and follow the steps below. Gupshup helped to improve end-to-end workflow to the end of the WhatsApp delivery officer for testing in the first two markets, Bangalore and Pune. This flow included a 1-click Gupshup bill payment solution that allowed users to make a quick and secure ride payment. The Impact of Messages on Conversation The International Company has seen an improved number on board travel for delivery managers. They reached out to about 10000+ managers who could be delivered via WhatsApp when 30% of them initiated payments to be posted on the platform. On average, response time and boarding time were significantly reduced for delivery managers compared to the previous app-led registration process. The fastest possible boarding time was less than 30 minutes for the delivery manager. Road Ahead Global plans to add more indigenous languages to make it easier for service delivery in Level 1 and Phase 2 cities. Another program is to drive high conversion with WhatsApp QBM transfer campaigns using existing delivery managers in their payroll.

## MSG Advert- cosmetics and skin/haircare brand

The ABC Marketing Team wanted to share regular contact with the target group. They had an internal database of 1.65 Lacs of their existing customers and were also looking for new acquisitions and producing new leads for end users of their products. They started with WhatsApp streaming panels, which is currently a very useful tool for two-way communication with a target audience. However, they can use the broadcaster to contact the person, who has given their permission by sending the original text and listing within the broadcast panel. After approval, they can share with you any kind of content related to marketing, information, transactions etc with them according to your need. But, it was not so easy. We interacted with their website and external websites through various login processes such as: ☐ SMS - We have run Bulk SMS promotional and awareness campaigns to close the maximum number of customers. ☐ WhatsApp Sender - We have sent advertising creators to the end user by asking them or instructing them to send "HI"

to the WhatsApp number. ☐ IVR- We have attached the IVR number to their connection so that the target audience can communicate directly with their CRM if they have any questions. ☐ Call center team - The use of a team to call leaders to pursue interested customers. It took about 2.5 months of work to create new tracks and create a buzz for their upcoming launch. Now, they are using 8 broadcast panels with an entry level of 3.25 Lacs to share with them all the communications. WhatsApp Broadcaster allows you to connect with your customers on WhatsApp 24 * 7. Already paired with a set of previously saved questions / queries / discussions. The customer can connect and select the appropriate question to find the same solution. Different audiences may have questions of the same type. You can respond to everyone via WhatsApp, which leads to customer satisfaction
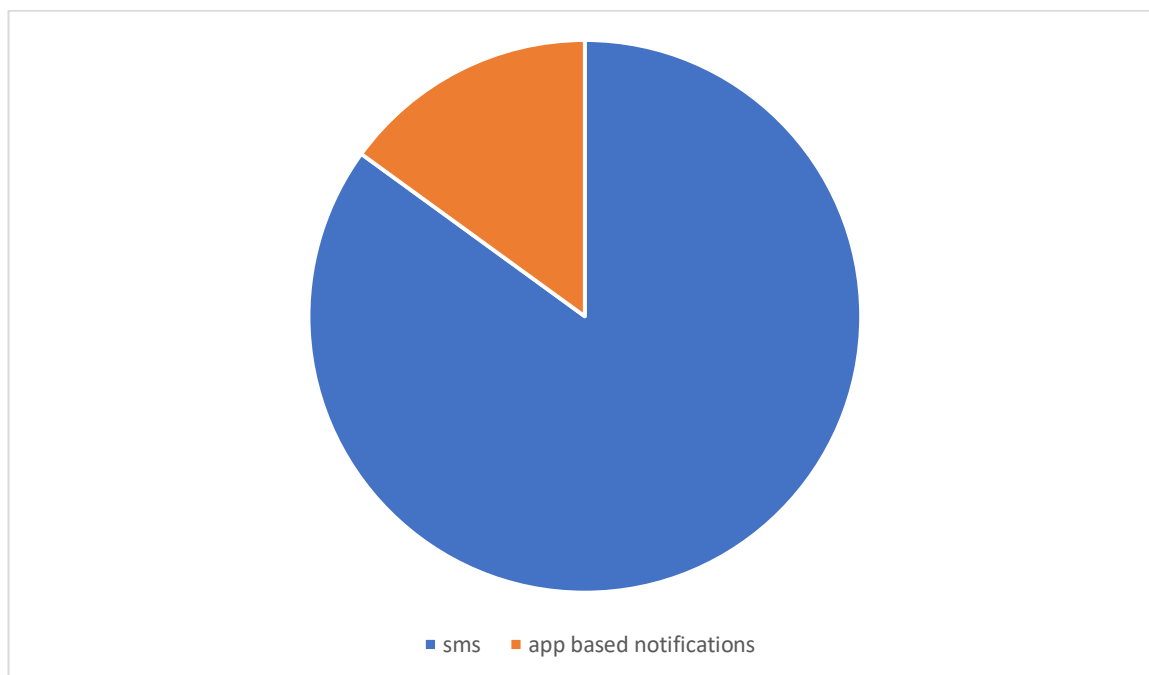
The ABC marketing team sought new acquisitions and produced new leads for existing and new products. We have talked to them about promotional and awareness campaigns on external websites. This is a website, which we have categorized according to their need. During the testing campaign, the company decided to continue with the data for 6.5 lacs. Therefore, we have done everything necessary for the campaign to provide the best results: ☐ We have taken the necessary information for the campaign to understand the requirements thanks to the campaign, they got a good number of visitors to their web page. At CTR they found contact numbers of people who visited their web page. The marketing team transferred the leads generated from the campaign to the relevant CRM department and the acquisition of new customers. Now, long-term collaboration with the company is also a common activity, where they simply define their product and their requirements and assure them of the best services.

# GRAPHICAL DATA INTERPRETATIONS

1. Data collected from business owners, marketing managers and marketing professionals:
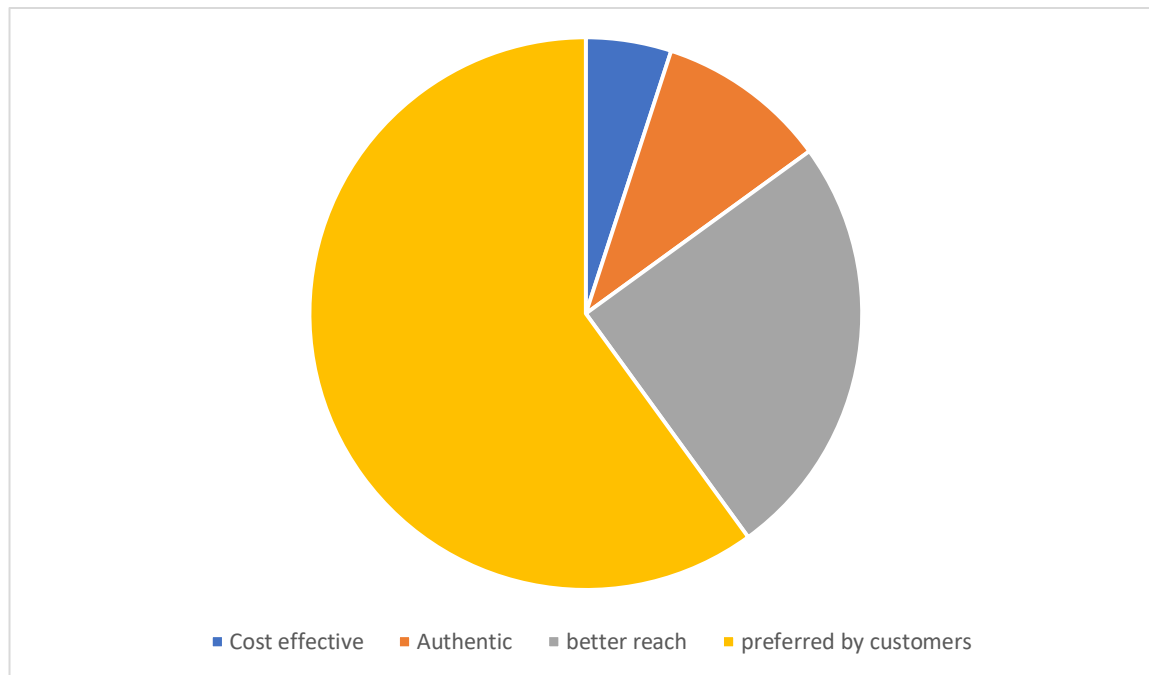
Q1. Which form of communication would you select to communicate about order placed?

    a.   SMS

    b.   App based notifications



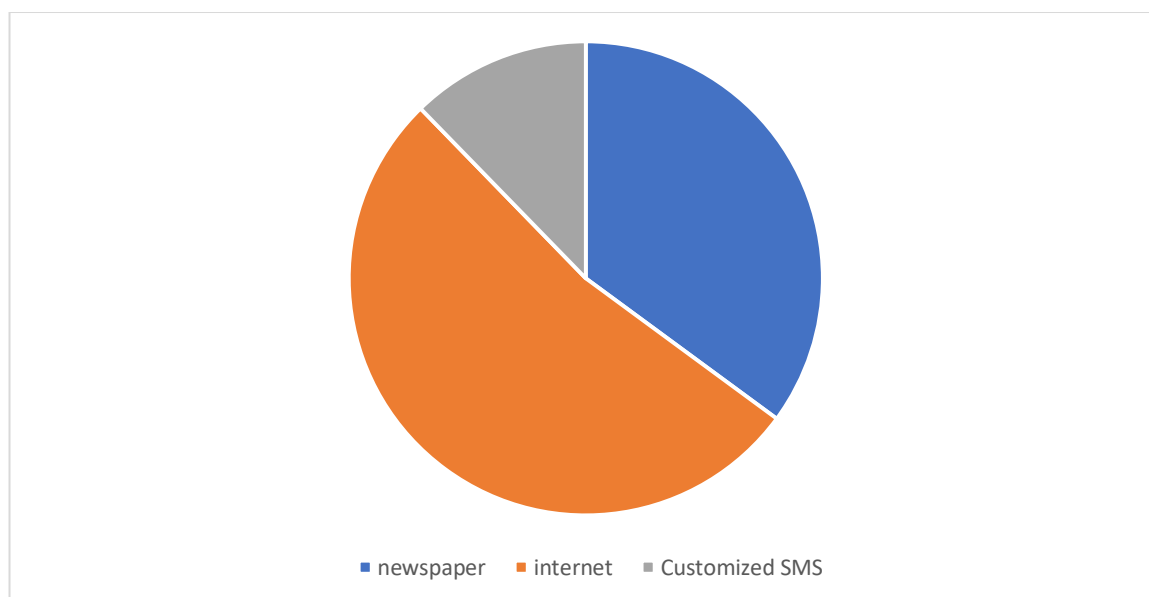■ sms ■ app based notifications

Interpretation: 17 out of 30 people who handles marketing, CRM and loyalty of different e-commerce websites said that they would use SMS to communicate about a customer's order.

Q2. Why would you use SMS to communicate the order details?



Cost effective   Authentic   better reach   preferred by customers

Interpretation : marketing managers house to send out service implicit, explicit information and order details because SMS id most preferred by end users.

Q3. Which media of marketing/ communication would you use to inform your existing customers about an upcoming offer?



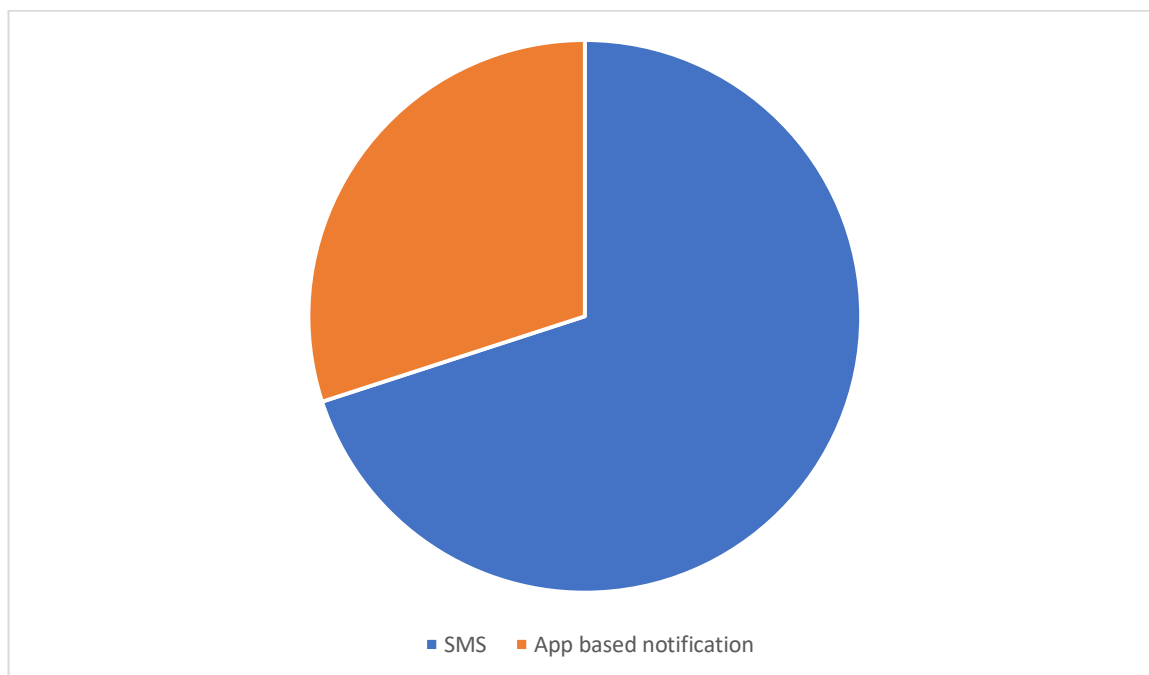newspaper   internet   Customized SMS

Most of marketing manager said that to target their existing customers they'd use SMS because by SMS, because they have the database and it would be much more cost effective, easy and customized.

Conclusion:- SMS marketing/ throughput is one of the most preferred way of communication by marketing professional to reach out their existing database of customer because its trusted, cost effective and customers also like to know about their orders and offers from their favourite brand via SMS.
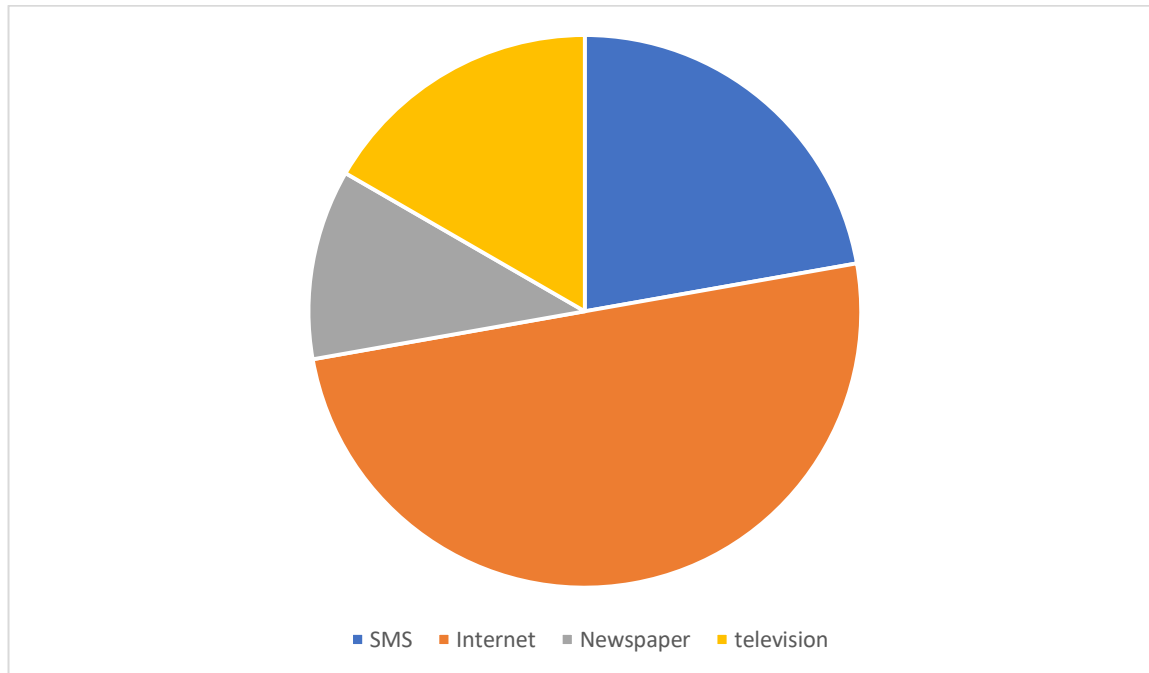
ILLUSTRATION 2.

Data analysis and interpretation of Customer's data:

Q1. Which form of communication do you find the most suitable to receive order details?



■ SMS  ■ App based notification

Most of the customers like to receive order details via SMS. The reason according to them is that sometimes they clear out notification without looking at them, and notification disappears forever but SMS remains in the inbox, which makes it easier for them to view later.

Q2. Which media of marketing do you like the best to receive information about offers on your favourite brand?



Most of the people like to get information about offers from internet, then SMS and then tv.

# CHAPTER-7

# CONCLUSION

It is concluded that the e-marketers find Mobile communication specifically SMS throughput an effective tool to reach out to their existing customers, having their database with them. Mobile communication has at least five great advantage for marketers who have the database of their existing customers with them- SMS are cost effective, can be customized, have better reachability, liked by customers and are more reliable.

They also are adding on-line channels to find, reach, communicate, and sell. I-marketing has at least four advantages, there is no real limit on advertising space, in contrast to print and broadcast media.  information access and retrieval are fast, compared to overnight mail and even fax. the site can be visited by anyone from any place in the world. shopping can be done privately and swiftly.

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CHAPTER-9

ANNEXURE

# QUESTIONNAIRE

Q1. Which form of communication would you select to communicate about order placed?

    a.  SMS

    b.  App based notifications

Q2. Why would you use SMS to communicate the order details?

    a.  Cost effective

    b.  Authentic

    c.  Better reach

    d.  Preferred by customers

Q3. Which media of marketing/ communication would you use to inform your existing customers about an upcoming offer?

    a.  newspaper

    b.  Internet

    c.  Customized SMS

Q4. Which media of marketing do you like the best to receive information about offers on your favourite brand?

    a.   newspaper

    b.   TV

    c.   SMS

    d.   Internet

Q5. Which form of communication do you find the most suitable to receive order details?

    a.   SMS

    b.   App based notifications