

# Analysis of E-marketing using mobile in development of E-commerce

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## ABSTRACT

Following to growing trend of internet and advancement in ICT and along with quick expansion and rising potentials of cellular, it has emerged as a new business and converted into a market with high potential. In other words, internet development and creating of a new space has led to emerging another type of marketing called E-marketing and E-commerce and marketing have gone beyond internet space and Personal Computers (PCs) by ever-increasing expansion of mobile devices and appeared in mobile phones. Fast growth of wireless communication technology caused commerce and mobile internet to penetrate more than ever. No phenomenon has facilities and concerns of wireless technology in history of technology. Wireless communication technology has penetrated into all life aspects and dimensions including commerce and marketing and created many opportunities to create interpersonal relationship with customers in E-commerce world. Number of mobile users has exceeded from 5 billion peoples in the world. Perhaps one of those reasons is this point that mobile phone is no longer a device for conversation, but a means to do types of tasks and activities e.g. playing, awareness of weather conditions, finding routes and roads, access to social media, listening to music and watching movie and also reading news. Mobile promotions have been rapidly developed in E-commerce and various types of them appeared. The enterprises may target certain audiences and users can permanently access to them since individuals are accompanied permanently to their mobile similar to money bag. Despite their advantages, mobile promotions are exposed to many barriers. Among these challenges and barriers these promotions may encounter one could refer to right/ rights of consumers with regard to entering their privacy because mobile phone is deemed as privacy for individuals so one should be careful in this regard. This paper has discussed and defined quality of E-marketing in Section 2 and mentioned marketing and doing transactions by mobile phone via internet in Section 3. It has been concerned with advantages and potentials of mobile trade in Section 4 and barriers and challenges this novel technology encounters in Section 5 and finally a conceptual model has been introduced for factors of acceptance of mobile marketing by community members in Section 6.

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## 1. Introduction

With respect to importance of marketing in development and competition, most of countries have tended to modern marketing techniques including E-marketing. E-marketing includes administration of mutual relations between customers and organization in an advanced medium to acquire profit for individual or the organization. Similarly, improvement in Information and Communication Technology (ICT) introduces important opportunities for marketing in which mobile marketing is one of marketing forms. Mobile technology could create new market and change competition market. Likewise, it has created new opportunities and exerted change in structure of community. By comprehensive use of smartphones and any type of mobile communication device, the mobile marketing enables us to be benefitted from advantages of marketing by means of such technologies and it is one of technical tools of E-commerce toward faster and easier communication and interaction with customers and business and what has caused mobile marketing to become too vital and necessary is the number of mobile customers throughout the world. Fredrick et al. imply that mobile is the best tools created for Customer Relationship Management (CRM). Although there is no agreement over the most suitable method to define CRM, importance of CRM has been widely known because the enterprises are changing from mass marketing to purposive or person-to-person (P2P) marketing and mass media has prepared the ground for using from mobile medium as a canal for interaction with customers (Bahreinizadeh, Poordehghan, 2014; Mahmud Baluch, Simin Moradgholi, 2016).

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Communication industry is going to be converted into one of the foremost industries in the world and it has affected world economy. Growing with development of technology in this industry, image, sound, picture and data are transmitted with higher speed and quality. Following to these advancements, the environment of active companies becomes turbulent in this industry and marketers of this industry seek for creating a sustainable competitive advantage through creating innovation and satisfaction in customer (Gronerus, 2004). Utilization from promotional tools in any industry can contribute to economic growth and rising revenue of it. Technology has also entered commerce scene and resulted in creating E-commerce. Mobile commerce is one of the branches of E-commerce and trading by means of mobile in more details. Mobile trade enables enterprises to contact directly with their customers. To achieve success in mobile promotion, commercial models should employ strong points of promotion along with communications. The way of influence of mobile promotions in audiences is one of the most important issues that have been addressed by marketing and promotion knowledge (Jonas, Gao & Sim, 2003). Whereas mobile tools include some unique features that enable suitable transmission of data at certain time and place thus it has been turned into a powerful device for promotions (Khalkhali Rad, Mona, Mohammad Taleghani, 2016).

Promotions are one of the marketing techniques that play efficient role in transferring information about goods, services and corporate business to the consumer. Over the time, the promotional methods have been changed by new technologies and techniques. Promotion aims to affect and influence in character, thoughts, ideas and emotions and to orient and lead social and individual forces to a certain goal. ICT serves the humans as a powerful device and affects economic, social, cultural and political activities in most of countries of the world. Developing new mobile technologies and high mobile penetration level in the society has converted this device into one of new communication canals for marketing relations and allowed the enterprises to access their customers without any time and place limits. Promotion via mobile denotes kind of advertisement that is received by mobile devices as Short Messages Service (SMS) or multimedia. Today, promotion via mobile is proposed as one of the foremost and most influential activities because marketers can individually access and directly communicate with the users at any time and place through this small medium (Vahid Charousaei et al. 2017).

Following to growth of mobile communication technologies, mobile commerce has currently affected industries and business communities of E-commerce as a new business model. In fact, fast growth of mobile has also created a new term under title of mobile commerce that is developed mobile trade of E-commerce thereby business contracts and transactions are done in mobile medium using mobile phone. The mobile trade possesses advantage of data access at any time and place (Bahrainizadeh et al. 2013). The opportunities given by mobile commerce reflect growth of mobile phones. With respect to inherent features including permanent availability, personalization and flexibility on the one hand and customers' high welcome on the other hand the mobile commerce includes high potentials for trade (Kazemi, Mahavarpoor, 2015).

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## 2. E-marketing

Marketing includes activities of human forces led by exchange of processes toward meeting requirements and requests. Importance of planning for marketing has grown increasingly within recent years. In marketing, initially identity of any customer should be known and characteristics of each of them should be analyzed separately. As closer and more intimate relationship is established among organization and customers, one could approach them closer to the organization identically. E-marketing has provided new potentials and facilities to achieve this objective. Mobile technology could create new market and change the competition market (Bahrolulumi, Zarei).

Marketing is profitable Customer Relationship Management (CRM). Marketing dually aims to attract new customers by presentation of higher value and keeping current customers by their satisfaction. Proper marketing is vital for achievement of any organization or enterprise. Today, marketing should not be assumed as equivalent to sale similar to the past where it includes introducing and selling product, but marketing means fulfillment of customer's needs. If marketer acts well and recognizes customer's needs properly and a commodity is produced with high value and suitable price and it is distributed well and introduced efficiently it is sold easily (Philip Cutler, 2008). By ever-increasing growth of IT and internet, these technologies have helped marketing and it can easily satisfy customers. Among them, by smartening up mobile phones and potential for installation of marketing programs, the mobile marketing has also emerged.

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## 3. Mobile marketing

Developing wireless communications and popularization of mobile phones in everyday life has caused mobile to become more popular tools in interpersonal communications. This innovative technology has stimulated interest in marketers and led to emerging of mobile promotions (Trabelsi & Rached, 2010). Mobile advertisement started with SMS and according to segmentation of Mobile Marketing Association, at present various options and tools can be used for communications in mobile marketing including mobile websites, mobile applications, SMS service, Multimedia message Service (MMS) and mobile video and TV (Mirbagheri & Hejazinia, 2010). Marketing by mobile is a subject that grows in terms of interest and importance. Marketers spend a lot of money for marketing activities throughout the world because mass markets have been segmented and consequently impersonal mass communications and especially public media promotions may be less effective (Leppaiemi & Karajaluoto, 2008). Due to several reasons, mobile marketing has become prevalent and attractive growingly for marketing. Some of foremost emerging factors for mobile marketing include spreading mobile smart devices, convergence of mobile communication networks and internet, transmission from 4G and 5G (Fourth and fifth generations of mobile systems), advent of a wide group of services and applications for very specific locations and noticeable developments in IT (Kazemi, Mahavarpoor, 2015). Marketing via mobile phone is more personal and private than previous media because wireless devices are along with the individual any time and in all places and the person may use it frequently. Alternately, this equipment belongs to an individual. The existing variety in wireless promotional model and welcoming by owners of professions and of course the public organizations before them has increased content of messages and led to satisfactions of subscribers (Faraji and Kazeminia, 2006). A new type of communicative services via internet is done by mobile device before our eyes and it has led to

advent of new opportunities and doing various digital services called mobile trade or mobile marketing. A mobile phone allows users to have access to more intensive services as well as changed services from wired internet. The way of influence given by promotions in audiences is one of the foremost issues which have been addressed by marketing and promotion knowledge from the very beginning in the past. Whereas with unique features, mobile tools have been converted into a powerful medium with potential for well transmission of data at certain time and place thus the requisite for analysis on acceptance of mobile promotions by the audience is evident more than ever (Rabiei and Khosh Alhan, 2008; Bahrolulumi and Zarei).

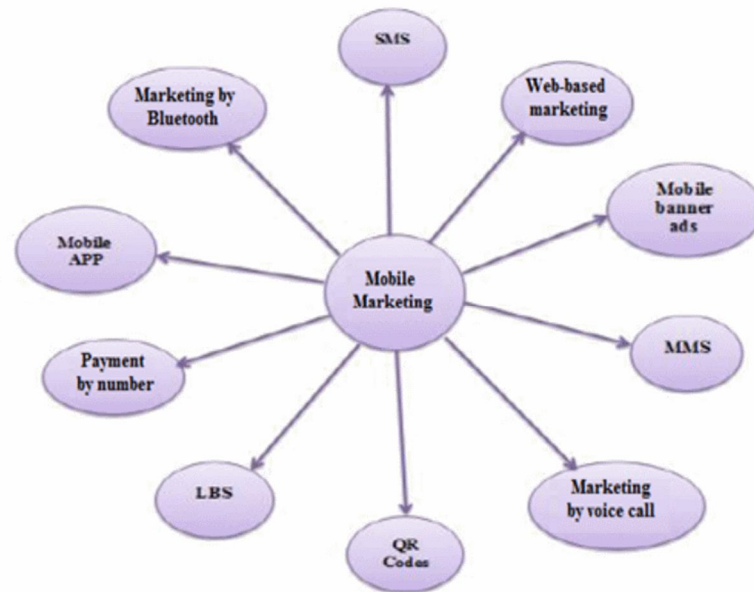
Therefore, definition of mobile marketing institute is that mobile marketing denotes using wireless medium to transmit the writing and receiving a direct answer in a marketing communication program and mobile marketing is not a single marketing canal, but it has many hubs. The key point in achievement of mobile marketing is its capability to merge and connect mobile with classic and digital media markets (Ahmadi, 2011). Chung et al. have defined mobile marketing as 'Trading via mobile wireless device or transactions done by types of mobile equipment.' Thus, promotional messages are distributed by transmitter and receiver in objective community in musical and written forms or sound aims to achieve promotional goals and also feedback from consumers and or by means of mobile to present personal information to customer based on his/ her time and place to enhance and promote goods and services and ideas and thus profits for all beneficiaries (Bahrainizadeh, Kholghi, 2013). Scharl, Dikinger and Murphy have defined mobile marketing as using interactive wireless media to present products to customers with sensitivity to time and place and personal information that causes promotion of goods, services and ideas and thus value creation for all beneficiaries (Bahrainizadeh et al. 2014). Communicative mobile technologies propose many services that enhance quality of life for the people. As a textual message SMS (Short Message Service) and transferring documented data and MMS (Multimedia Message Service) that mentioned and led to emerging age of data exchange and supported by acoustic and visual tools and visualization of these developments present mobile phones and uses mobile amusements and it acts a new marketing canal for producers and sellers, a multimedia purchasing device as well as connection to internet, follow-up booking and purchasing ticket and marketing for goods and products on the other hand one of the other subjects that have been mostly emphasized by personnel in marketing sector within range of promotional activities may be ability to contact with potential customers without any place and time limit (Baluch, Moradgholi, 2016).

The promotional method via mobile is one of the newest and best E-marketing techniques called mobile promotions. This advertising method has been highly noticed by commercial enterprises due to lower cost and ability for transmission of great volume of advertisement message to customers so that during recent decade, the volume of investment in this form of promotion has provided new promotional opportunities for the enterprises (Koch, 2001). Although mobile advertising is assumed a new industry, the predications represent its fast growth in the future. Today, mobile promotion has been turned into the best purposive promotional medium that presents target messages to users of the existing advertisement canals (e.g. radio, TV and email). The reason why mobile ads include importance of mobile marketing can be mentioned as follows: The customers, who have mobile phones, are accompanied to their phones in all times and places and this may provide opportunity for marketing managers to implement marketing with customers by creating one-by one suitable audiovisual relationship. Special SMS service has become very successful in this regard (Soltan Roham & Gao, 2009). The position of mobile promotions and their influence in customers' awareness and encouragement caused investment field to become doubly important at this part of promotion technology. Today, compared to other promotional techniques, the portion of spent costs for promotion increases growingly. While statistics and studies indicate that growth of revenue and earning arising from promotional technique may exceed extremely from the spent costs. In fact, by rising use of textual messenger technologies of smart searching of location, the developing branded mobile networks, world wireless mobile marketing platforms and applications have started fundamental changes in way of interaction between brands and consumers. Today, mobile promotions have been widely developed and various types of them appeared. The enterprises can address certain audiences and permanent access is available for consumes. Despite these advantages the mobile promotions are exposed to many barriers out of these challenges and barriers they encounter one could refer to the right/ rights of consumers to enter the field of their privacy because mobile is the privacy field for individuals so one should be careful in this sense (Soltan Rohan & Gao, 2009). The role of mobile marketing is undeniable in in today excessively competitive world. It is an industry which is assumed as the primary development infrastructures in any country and improving methods and strategies in that process causes moving huge development and progress wheel in that country. If we accept the future competition is global and professional competition, being aware of tradeoff tools and international, global and competitive marketing tools can provide the conditions that improve competitive power. Dominance over marketing concepts, techniques, tools and mechanisms and sale are the necessary items to pass from current marketing to modern and competitive marketing (KhalKhali Rad, Taleghani, 2016).

During recent years, increase in number of subscribers of smartphones has stimulated using mobile applications. Advent of commercial and professional software for smart phone with various Operating Systems has converted smart phone into a platform for developing E-commerce among the public. Mobile application is an application that is run on smart phone and or other portable devices (Gaeki et al. 2014). Overall, application denotes software used for goals of data retrieval and general productivity e.g. email, contract management and search for weather data. Although the large wave of users' demands has led to developing other classifications of applications including games, E-books and urban services and Operating Systems of Social Networks. Similarly, other applications have provided access to business information, financial transactions and lifestyle and amusement etc. (Chin-Lung et al. 2015). Users of smartphones use from mobile applications averagely 82% of their time (Gupta, 2013). Many producers of applications offer original version of their application for free to attract more users and then determine fixed monthly subscription cost by using it for better services and some others present full version for free (Kazemi, Mahavarpour 2015).

### **3.1. Mobile marketing methods**

Types of marketing techniques have been shown in Fig 1 and general explanations are as follows:



**Fig 1. Types of marketing methods**

1. *SMS marketing*: This method is done by sending SMS (short text message) and whereas sender can ensure the audience has received the message thus it is the most common method of mobile marketing and also using it only as messaging is turned into a full tool for marketing.
2. *Marketing by MMS*: In this type of service, one can send sound file, picture or movie in addition to text. One can distribute his/her messages more creatively among mobile phones.
3. *Web-based marketing*: This method includes design of web pages for mobile phone that follows certain size and has specific standards. Rising number of smartphones that can surf in web means that websites should be optimized for mobile phones and in other words this version should be specified to cellular. Studies show that opening of websites that may last for more than a few seconds in mobile browsers the individuals will close the given site faster and this is easier and more comfortable for the customers to search for various products and services on their mobile phones instead of using PCs or pocket computers.
4. *Marketing by mobile applications*: It is one of the ways for effective communication with customers. In this method, marketer communicates with his/her audience to create a plan for products or services s/he intends to present them.
5. *Marketing by means of mobile games*: Most of people play games in their mobile phones and enjoy it a lot. Therefore, we should not be surprised that marketers invest in mobile games to setup their advertisements. This is an efficient way of marketing (2) for products. In this case, new game is designed for mobile that can be connected to internet and advertisements and news of that company may be conveyed to the audience tangibly and intangibly during game. If you have not designed the given game and intend to do it then assign it to an already designed game. It is better for this game to have a lot of audiences so that to increase number of peoples who observe messages. This message may include website address or any other thing where in this type of games, in addition to sending marketing messages they may have more viable impact on mind of mobile owner by traffic and composition of them with the effects of various reactions.
6. *Mobile marketing by voice call*: Using software in this method, messages are initially recorded and then the software automatically contacts with mobiles and distributes marketing messages for them.
7. *Marketing by Bluetooth*: It is a short-range wireless standard with low energy consumption. This type of connection is applicable for sending message, picture, movie and or any other type of sending. There are some systems that can send any data or file automatically to all mobiles within the limit (10-100m) regardless of type of mobile phone.
8. *Marketing based on local search*: When it is talked about purchase by portable devices the first thing that may strike in mind of mobile marketers is the position of customer as service provider. The location based services in target may identify position of customers to put customers in certain useful zone and present products with price and shops present them to customers in the given region using GPS lesser.
9. *Mobile marketing using QR codes*: QR, abbreviated term of Quick Response Code, is a 2D barcode that was utilized for the first time in factories of automotive industries by an affiliate of Toyota Companies in 1994. It can store internet addresses on this system and used in journals, signs, buses and with QR card and commercial codes. Likewise, it can be identified via camera of mobile phone and individuals can easily scan the related data and return them automatically to QR system in the phone. When QR code is used they should connect to the web page the companies put the necessary information at disposal of customers to introduce products and services. Similarly, they can also help to store automatically phone numbers of customers thereby to communicate with them via SMS.
10. *Mobile marketing by means of mobile share*: Today many enterprises and organizations send mobile coupons to customers via smartphones and mobile tools to improve their sales. Mobile coupon is better than traditional coupon because customers do not need to cut and keep them. The mobile

coupons are also more useful since they can be also used for finding measures and thereby to attract more customers. Similarly, mobile coupons will also reduce printing and posting costs.

11. *Prescription Payment Certificate (PPC)*: Mobile marketing- The consumer contact with certain ad numbers and invoices are paid by these contact numbers.

12. *Mobile marketing via social media*: With over 850 million users who sign up daily in Face-Book and about 50% of them that log in the social media marketing can be an excellent technique for growth of business. Likewise, social networks have been turned into an integrated part of life for most of people so that life is not believable without them. Creating a lot of opportunities in advertisement on websites and or presence in internet is possible with no cost.

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#### 4. Advantages and capabilities of mobile marketing

The positive impact of mobile phones, which are going to be improved and cheaper with lower costs in comparison with conventional media, computational nature, customized and interactive work may play important role in emerging mobile marketing within marketing communications.

- Success criteria can be followed with more details, reliability and easily.
- SMS marketing is very cost-effective.
- It allows one by one marketing.
- It is interactive.
- It provides instant response from consumer.
- It allows targeting large enterprises (Mobile promotions can be only sent to those who are placed in certain location and or involving in a certain activity).
- Return Rate is more than 10%.
- Mobile advertisement is stored in memory of device.
- Mobile marketing provides great opportunities for enterprises with respect to creating direct relationship with consumers without time and place limitation. In other words, managers should also consider this point that mobile commitment to consumers enables them to benefit from two unique advantages: 1) Mobile technology is growingly converted into location-based service; consequently, it releases marketers from access to the consumers only within physical limit of home or office; 2) Mobile devices are a very personal, attractive and interactive medium while traditional media can be location-based similar to environmental advertisements and neither as attractive mobile promotion nor interactive one. In addition, the fixed internet can show an attractive and interactive environment while this commitment and interaction are not related to location of consumer.
- Personalization and customization capability
- Identification ability
- Bilateral and interactive relation
- Potential for communication by multiple ways
- Mobile phone is a mobile device and always accessible for audience: Personal Computers (PCs) and TVs are not suitably available for moving individuals. Access to content during motion is the important point in mobile technology.
- Comfort
- Location based (positioning)
- Mobile trade includes types of electronic transactions by means of mobile phone.
- Some examples of mobile commerce include payment by mobile, electronic park-meters, purchase of internet music and ringtones and games. This type of services has been known as micro-services (Any transaction by cost lower than 10 USD).
- It is possible to take immediate measure: The audience may quickly receive your message as usual and it is also possible to take measure quickly. The person can enter your website as soon as possible by observing a message and take measure (Boghosian, 2013).

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#### 5. Barriers and challenges of mobile marketing

Although most of businesses started allocation of permanent budget to mobile marketing out of their annual budget, there are some problems that cause users of mobile phones not show the expected interest and positive approach toward mobile commerce and purchase and thereby to create difficulty in mobile marketing activities. The summary of these problems is as follows:

- Small screen of mobile phone
- The problems encountered in writing and reading messages
- Higher cost of mobile contact
  - Running cells of mobile phones within short period
  - Probable weakness of technological skills of mobile users
  - Some of the risks perceived by mobile phones in the given purchases by mobile phones and lack of constant and full reliability (Burcak, 215) may indicate a risk of tendency of individuals to personal information to enter online marketing ads to receive discount and gift etc. Creating trust among consumer and marketers and providing some control over personal data for consumer reduces privacy concerns. The higher levels for accepting risk may lead to more mobile marketing activities. In their investigations, Leppäniemi and Luto concluded that keeping privacy for individuals in mobile marketing

might lead to accept mobile marketing. Rohm et al. (2012) explored effective factors on acceptance of mobile ads in three nations i.e. US, China and Europe and concluded that three factors of innovation, personal attachment and risk avoidance might positively affect this acceptance in three aforesaid nations (Rohm et al. 2012).

- Persistence of traditional purchasing culture
- Readiness of abstract of words
- Lack of full awareness of users about advantages for presentation of smartphones

Composition of mobile phone marketing has not been so far formed. Particularly, small size of screen and keyboard of the phone may proportionally cause difficulty to search for goods and services (Burcak, 215). Likewise, some of mobile marketing challenges are related to their acceptance by users and it varies in different countries. Due to keeping privacy for mobile users in some of Developed Nations and according to the rules in this field, some fast and firm regulations have been enacted for sending promotional SMSs, but in most of Developing Countries such as many Asian countries, Privacy Observation Regulations are not enforced about sending permission-based advertisement messages and personal data collection of mobile users (Bigdeli et al. 2014). Similarly, researchers have examined several factors in acceptance of mobile marketing including individual notion level, demographic factors, approaches, social influence, cultural dimensions, tendencies, content relevance and validity, trust level in sender of mobile message text, and improvement of technology. As a result, these factors can be divided into three valuable groups of advertisement, promotion controllability paradigm and demographic variables (Bahrainizadeh, Kholghi, 2013) (Baluch, Moradgholi, 2016).

## 6. Mobile marketing conceptual model

Finally, research conceptual model has been expressed under titles of effective factors on acceptance of mobile marketing by users in Fig 2 after review of domestic and foreign studies.

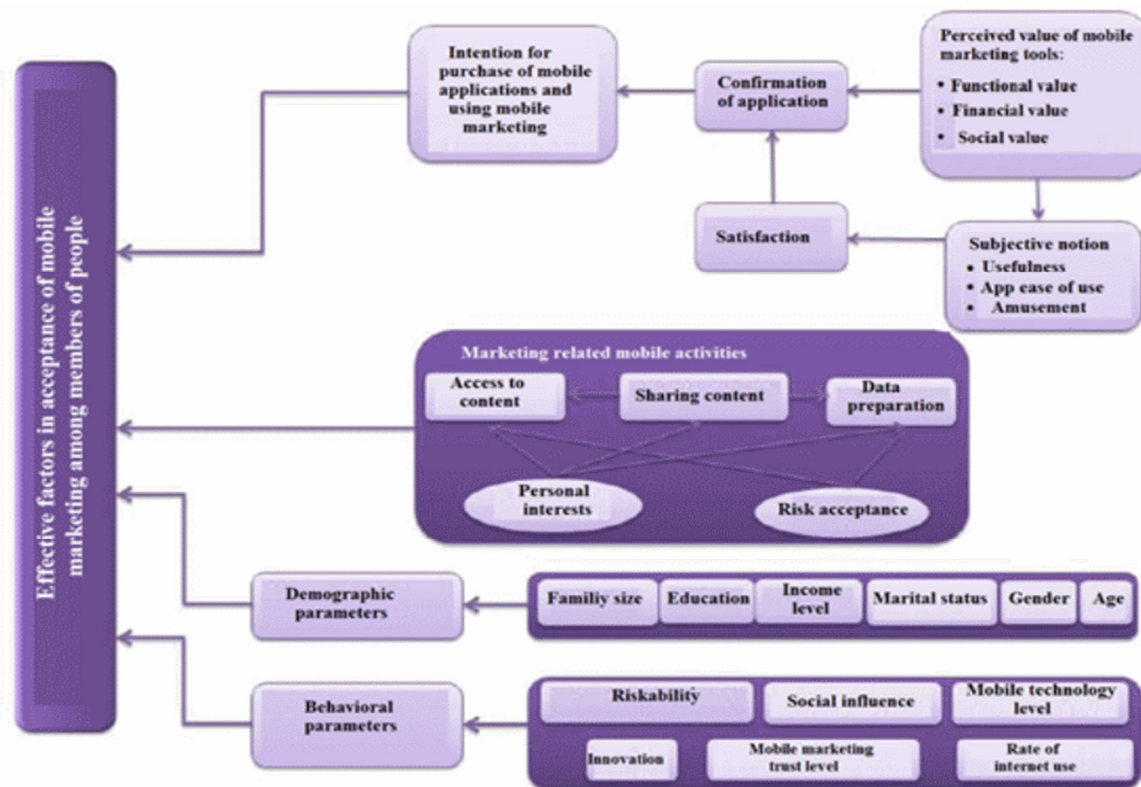


Fig 2. Model of mobile marketing acceptance factors

### 6.1. Future suggestions

Given mobile marketing is still passed through initial phases in Iran so it is suggested in future studies to focus on smartphones and their value-added and especially enhancing level of privacy security as well as thereby mobile applications and marketing potentials and testing the given research model for certain mobile applications.

### Conclusion

Today, mobile phones are placed at the center of many people. It is a device that seems many consumers may not anything without it. According to what mentioned it can be concluded that mobile marketing is the last type of marketing appeared after internet marketing and by aiming at communication with the given customers through mobile phones and doing of marketing activities, it can be considered in concept of direct marketing. In other words, mobile

phone can be used as a tool for Customer Relation Management (CRM). Mobile marketing includes various terms which can be employed as alternatives with each other; for example, terms of advertisement via mobile, wireless marketing and wireless promotion all of these refer to mobile marketing in E-commerce world. At the beginning of this study and after introduction, E-marketing and mobile marketing have been briefly defined in Sections 2 and 3. Compared to other marketing canals, mobile marketing also includes some advantages and challenges that have been discussed in Sections 4 and 5 of this study. The effective factors should be considered such as social and cultural factors, demographic variables and various perceptions and tendencies of customers to be successful in this field. Nowadays, as it is talked about smartphone, the potential for installation of applications and games is the first thing that strikes in mind of all people. Some applications may improve capabilities in your phone and add complementary facilities while some others are only amusing and they can always amuse in all times and places. It seems smartphone can do task and E-commerce is one of the easiest and fastest trading methods and individuals need new administrative tools to do them properly.

Due to rising personal concerns regarding privacy, it is unlikely that there is lesser tendency to access to content. This declination has been measured by risk acceptance levels. One of related concepts to this finding is that stimulation for mobile activity by value-driven and trust based approaches for motivation of individuals to provide data and access to content and sharing of content may denote one of the key steps taken to improve individual intention for participation in mobile marketing. We found some factors that could directly and indirectly affect acceptance of mobile marketing. These factors are the probability for data provision, risk acceptance probability and personal interest level in his/ her mobile level. For example, in some markets e.g. US, there are noticeable consideration in public policy where consumer's concern is mainly the major factor their stimulation and it has been led to taking active self-control in mobile marketing industry privacy observation policies. To establish strategies to cause consumers' tendency and their involvement in mobile commercial space, managers should perceive how much these subjects relating to privacy could create barrier against types of involvements in various sectors of consumers (beyond only young users). Although we explored only young markets, Forester study shows 80% of European customers at all age groups have expressed their concerns about privacy for marketing by text SMS (Forester, 2001) and the relevant efforts have been indicated prominently to create ethical charter and protector of privacy e.g. choosing and controlling customers, limitation of marketer and reliability.

Some brands, which have entered also both in novel markets and leading markets or competed there, may look for emphasis in mobile platform for promotional efforts thereby to invest in favorable acceptance features e.g. current mobile activity and rising use of mobile devices. It is highly important for directors to perceive various barriers and incentives of mobile marketing acceptance among consumers in the world markets. Findings of this study propose a few concepts for the managers who are involved in development of mobile marketing and strategies. This study indicates that managers should perceive impact of personal interest and related needs to personalization of mobile phones among young consumers. These findings also show the managers will intend to create mobile strategies in the future to stimulate replicative mobile activities e.g. sharing content and then cause more tendencies for participation in mobile marketing programs. Eventually, research conceptual model has been introduced under title of effective factors in acceptance of mobile marketing by consumers in Section 6 after review of domestic and foreign studies.

There is generally a positive attitude in society toward promotion and also mobile ads and purchase style, trust in brand, and perceived value are assumed as the foremost factors and motives for participation and involvement in mobile marketing by consumers. This study showed segmentation of consumers was not adequate only by demographic variables e.g. age, gender and education level and marketers should also classify them according to behavioral variables e.g. perceived value, purchase style, trust in brand, mobile use rate, attitude toward messages. There is positive relationship among perceived usefulness, perceived amusement with participation intention and intention for purchase. Similarly, there is negative relation among personal use, wide advertisement, and concern for privacy and intention for participation.

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