

The Relationship between Mobile Marketing and Customer Relationship Management (CRM)

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Abstract—Mobile marketing refers to different kinds of marketing that contain operation of mobile phone technology to achieve the target spectators. Commonly, people associate mobile marketing with SMS and MMS marketing, pay per call mobile marketing, mobile banner ads, quick response code, location based marketing, Mobile applications and mobile website design. Among the variety of mobile services, considerable attention has been dedicated to mobile marketing specifically to mobile customer relationship management services. The mobile medium is well matched to improve classical CRM as it has a great influence and interactivity and may permit the firm to improve close relationships with clients. The main objective of this research is to investigate the relationship between mobile marketing and CRM. This paper concentrates on different types of mobile marketing and CRM to investigate which type of mobile marketing has a significant relationship on which type of CRM. This research has a quantitative approach and data which is used in this research is primary data. Data were collected by distributing questionnaire among one hundred students, especially those who are in the middle of 17-18 from international high school which is located in the Klang Valley area. The result of this research shows that teenagers are more influenced by mobile banner ads and mobile applications followed by other types of mobile marketing. Mobile applications have a wealthier mobile capability than mobile web. Deep associating of mobile apps is a great occasion for each industry to improve the loyalty of their customers. The results of this research proposed some important inferences which will support marketers to produce better mobile marketing and enhance the mobile customer relationship management services. Also, this research found that there would be a brighter future for mobile advertising rather than any other types of advertising.

Keywords—Mobile marketing, SMS and MMS, mobile banner ads, quick response code, location based marketing, mobile applications, and CRM.

I. INTRODUCTION

Today, communication is becoming the nerve of the life [2]. In particular, the mobile phone service industry is achieving reputation and significance all around the world and telecommunication marketers are emerging latest approaches to take benefit of the prospective clients. CRM is one of the most effective customer concerned with business

plans to reinforce the relationship between clients and companies [12]. Customer relationship management (CRM) is exchanging the classic 'four Ps' of marketing - product, price, place and promotion [2]. Mobile CRM can be defined as a communication, which is related to sales, marketing, and customer service activities directed through the mobile medium for the purpose of creating and preserving customer relationships between a company and its patrons [28]. The mobile medium is well-matched to improve traditional CRM because it's very private character, wide spread and interactivity may permit the firm to progress familiar relationships with customers but have not been well discovered [4]. The goal of marketing has moved to customer satisfaction, customer loyalty, and customer retention [12]. Mobile devices propose the prospect for terminating the customer development, concerning the customer in business progressions and added value in attending customers [10, 27].

Mobile marketing has reformed advertising extremely. Companies discover it beneficial to market openly to consumers on their cell phones [11]. However, the negative effect of mobile cannot be ignored by marketers. The main problems of mobile marketing include diverse platforms, privacy issues, and navigation on a mobile phone. With the variety of media available to consumers, isolating the effectiveness of their mobile marketing campaign can be a challenge [36, 11]. Mobile CRM system implementation and preservation are so difficult and need so much work to do and very challenging to implement [24]. CRM negatively influences superiority of life of workers and executives and forms improved costs of products and services and customer prevention and for most of companies CRM is not the best excellent as it may create a customer service problem [1]. The main objective of this research is to investigate the relationship between mobile marketing and CRM. This paper concentrates on different types of mobile marketing and CRM to investigate which type of mobile marketing has a significant relationship with CRM. This research will investigate the role of mobile technologies in real-life business scenarios from the perspective of collaborative CRM as well as to assess the contribution of CRM systems to the realization of similar scenarios.

As the mobile marketing has some noticeable advantages, this research can be very helpful to marketers to

employ the most appropriate type of mobile marketing. Some advantages of mobile marketing can be explained as instant results, easy to work, convenient to use, direct marketing, tracking user response, and mobile payment [36]. Mobile CRM enables real time data entrance to employees or customers and can improve information distinction [24]. Mobile CRM creates service to consumers, informal, effectual and wild and can develop the efficiency and performance of the mobile employees of an association [24, 27]. Nowadays, the most advanced and prosperous companies are consuming their CRM to improve and achieve long-lasting positive relationships [33]. This is only talented by proposing a confident customer involvement through marketing, prospecting, the complete sales progression, the sales follow up, and service [33, 10]. In addition, this research divides the mobile marketing into six main types such as SMS and MMs, Mobile banner ads, quick response code, location based marketing, and mobile applications.

II. LITERATURE REVIEW

A. Mobile Marketing

Mobile marketing can be defined as a set of performing that assists organizations to connect and involve with their audience in a communicating and related method over any mobile device or network [30]. Mobile market offerings many upcoming prospects to businesses, predominantly for mobile service suppliers [6]. In the era of enhanced mobile communication technology, vast amount of variations is created by enabling communication and the allocation of information from business to business, business to customers, and employers to employees among others [23]. Mobile technologies have changed as a new resource for companies to cooperate and connect with their patrons [37]. Due to current progressions in mobile technology, the mobile network has appeared as a novel, a prospective device for marketing accomplishments [30]. The fact that users continually bring their phones with them offers an informal way to influence the best customer service accommodations [37]. Mobile marketing through product corresponding is a novel presentation that may possibly lock-in dependable trade patrons [29]. Mobile marketing can be used to create a customer loyalty by proposing a direct reduction on the acquisition value of a product or service [17].

Companies have used a diversity of mobile messaging to support one-to-one communication with their purchaser [32]. Mobile marketing undertakings a direct one-to-one tactic and a directed profitable message, but it desires their agreement for a direct communication [38]. SMS (MMS) accompaniments are supposed as supplementary to the seller's customary channel [29]. SMS has been the most common mobile Application [30]. Mobile emailing and messaging is one of the most actual kind of mobile marketing [29]. The risk in transmission advertising to mobile phone handlers is that it will terminate the value of the advertising medium in much the way computer-based e-mail has stopped to be real advertising [10]. Also, a banner ad is a static or animated image, text or a combination of

these that can be positioned in distinct zones within the presentation [38].

Mobile applications take benefit from the growth in smartphone technologies [37]. The variety of mobile applications' growths effectiveness and thus improves acceptance [16]. Marketers must be delicate to the application user ad skill and they should avoid Interruptive ads irritate patrons, highly absorbed app users don't promise ad consideration, and present in-app ads deliver little worth [18]. App pricing and monetization should be a crucial phase of the company's app policy. The most common sort of pricing model can be recognized as freemium model, paid apps and in-app advertising [16, 15].

The QR code expanded main profitable approval due to mobile technology [5, 18]. QR Code is a two dimensional barcode which is intended to be scanned by a Smartphone camera, in combination with a barcode decoding application [21]. QR tags haven't been oppressed to their possible partially because companies have been slow to offer motivations to take-up, and partly because QR readers are not presently repeatedly made into all phones [31]. QR codes are no longer a niche application and delivers a comparatively cheap way of getting out to customers while still preserving whole control of the resultant communication [3]. A well-designed QR code campaign can not only drive sales, but offer consumers with the information they require to create a purchasing decision [26]. QR Codes can link the online and offline worlds as a QR Code delivers the probability of incorporating online content say a website and offline content say a newspaper ad [21].

Traders gradually consume mobile coupons as a key marketing method [29, 15]. The procedure of working mobile voucher coupons can be tracked by demanding a mobile voucher coupon through a banner ad, short code, loyalty program, or collects a voucher as a distinctive promotion [25]. Companies are consuming a selection of places based marketing tools and technologies to attach on a localized and personal level with consumers, including Bluetooth, GPS, RFID, WIFI, NFC and iBeacon [8]. Personal location is a key awareness for companies wanting to activate in this technique [31]. Location based-marketing must have a talented prospect, such as becomes an essential element of marketing interactions, growth in accommodating, more differentiated and sophisticated formats, and tough connections to the mobile wallet [8, 25].

B. Customer Relationship Management (CRM)

Basically, CRM is placed on the business logical methods that can be smeared to a customer philosophy that customers are the fundamental of a business and it aids companies recognize customer purchasing and succeed their relationships with their patrons [13]. Customer relationship management contains of diverse modules, including key customers, customer relationship management organization, knowledge management, and technology [20, 15]. The main elements of CRM can be illustrated as a customer interface, customer database, service catalogue, customer transactions, general information, policies and processes, service delivery organization and customer satisfaction [1].

CRM has become a respectable choice for companies as it offers a message that is exclusive, well directed and operative [22]. Companies require to implement well designed customer relationship and public relation system [34]. Applying CRM reductions firm productivity, though firms seem to improve over time [14]. CRM can be defined as an integrated approach which aids the firm in every interaction it has with customers in business purposes like marketing, sales and support [9]. The higher concentration and emerging of CRM can generate the better customer loyalty [23]. There are some significant lack of CRM in the wild moving online world where customer potentials are often greater than those of the offline world [9].

The internet has altered the traditional business model of the organization [19]. The impact of technology in CRM has some major issues such as understanding single customers, customers wish product and service round the clock, speed of response, personalized, customization, loses membership cards & rewards points, and advertising and promotion cost high [35]. Providing mobile CRM campaigns via text messaging could be a practical opportunity for businesses to form a conversation with their potential target market, given consumers' awareness with the practice of text messaging [32].

III. METHODOLOGY

The method of this research is mono method based on quantitative approaches. The data which is used in this research is primary data. This study adopts fully survey design type. The questionnaire of this research was distributed among 100 students who are between 17-18 years old and studying in international school which is located in Klang Valley area. The questionnaire of this research is close-ended questionnaire. This research is explanatory to establish the relationship between variables. This research designs the work to test hypotheses by examining the relationship between independent variables and a dependent variable. The process of this research is deductive process. This research will investigate the relationship between mobile marketing and customer relationship management. The main purpose of this study is to investigate that if different types of mobile marketing (SMS/MMS, mobile apps, QR Code, location-based and mobile banner ads) has any significant relationship with customer relationship management (CRM). Because of this reason, the following hypotheses have been developed for this research:

RH₁: Mobile marketing has a significant relationship with CRM.

RH_{1a}: SMS/MMS marketing has a significant relationship with CRM.

RH_{1b}: Mobile app has a significant relationship with CRM.

RH_{1c}: QR Code has a significant relationship with CRM.

RH_{1d}: Location based marketing has a significant relationship with CRM.

RH_{1e}: Mobile banner ad has a significant relationship with CRM.

IV. FINDINGS

A. Reliability

In this research, the reliability was examined through Cronbach's Alpha method, analysis of the SMS/MMS marketing (SMM), mobile application marketing (MAM), quick response code (QRC), location based marketing (LBM), mobile banner ads (BAD) and customer relationship management (CRM) was carried out individually. The results of Cronbach's Alpha for all variables correspondingly, are: 0.743, 0.837, 0.821, 0.688, 0.700 and 0.702. The reliability results must be more than 61% to be acceptable [7]. Therefore, for examining the reliability, the results of this research are generally within adequate range.

B. Regression Results

According to the Table I, a simple regression analysis revealed an affects at all variables between independent variables (SMM, MAM, QRC, LBM, and BAD) and dependent variable (CRM). The overall effects between the variables was R Square= 0.625, which means that just 62.5% of the dependent variable explained by independent ones.

TABLE I. REGRESSION MODEL RESULTS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.753 ^a	0.625	0.378	0.52019

a. Predictors: (Constant), BAD, SMM, LBM, MAM, QRC

b. Source: SPSS Software

C. Testing Hypotheses

According to the Table II, this paper can claim that for the variable "CRM" and "MAM", the estimated Pearson product moment correlation is 0.233 implying a positively correlated relationship with a magnitude of 23.3% and the p-value is less than 5% (p-value<0.05). As a result, there is a significant relationship between "CRM" and "MAM". Also, for the variable "CRM" and "BAD", the estimated Pearson product moment correlation is 0.238 implying a positively correlated relationship with a magnitude of 23.8% between the two variables "CRM" and "BAD" and the p-value is less than 5% (p-value<0.05). As a result, there is a significant relationship between "CRM" and "BAD". On the other hand, this research found that there is not any significant relationship between CRM and SMM, QRC and LBM.

In addition, this research found that for the variable "SMM" and "QRC", the estimated Pearson product moment correlation is 0.273 implying a positively correlated relationship with a magnitude of 27.3% between the variables "SMM" and "QRC" and the p-value is less than 1% (p-value<0.01). As a result, there is a significant relationship between "SMM" and "QRC". Also, this study investigated that for the variable "MAM" and "BAD", the estimated Pearson product moment correlation is 0.203

implying a positively correlated relationship with a magnitude of 20.3% between the variables “MAM” and “BAD” and the p-value is less than 5% ($p\text{-value} < 0.05$). As a result, there is a significant relationship between “MAM” and “BAD”.

Correspondingly, this research found that for the variable “QRC” and “LBM”, the estimated Pearson product moment correlation is 0.214 implying a positively correlated relationship with a magnitude of 21.4% between the variables “QRC” and “LBM” and the p-value is less than 5% ($p\text{-value} < 0.05$). As a result, there is a significant relationship between “QRC” and “LBM”. Also, this research found that for the variable “QRC” and “BAD”, the estimated Pearson product moment correlation is 0.263 implying a positively correlated relationship with a magnitude of 26.3% between the variables “QRC” and “BAD” and the p-value is less than 1% ($p\text{-value} < 0.01$). As a result, there is a significant relationship between “QRC” and “BAD”.

V. RECOMMENDATIONS AND LIMITATIONS

As a recommendation of this study, larger sample size and different age of respondents can be helpful. This research examines the hypotheses through correlation coefficient. Examine the impact of mobile marketing on different types of CRM can be recommended for further study. Trademarks recognize the significance of attracting patrons on their mobile devices, but still there are some companies which have problem to employ a mobile CRM policy. There are many challenges to implementing a mobile CRM, including that mobile information is often undisclosed, the ecosystem is multifaceted and the scale may not be there yet for some companies to warrant the investment. Integrating mobile with CRM strategies can also help marketers provide a better customer experience. On the other hand, future research can focus on the impact of mobile CRM on customer purchasing behavior to assist the marketers to recognize marketers’ strengths and weaknesses.

Mobile marketing is a modern way of marketing which recent growth unbelievably and is not well known by the vast majority of people. As a limitation of this study, many of respondents did not have enough information about quick respond code and location based marketing. Due to that, future research can focus more on these two types to improve the level of acceptance of mobile CRM and fascinate audience’s attention and trust. As this research was based on fully survey questionnaire, further study can be carried through a qualitative approach by employing interviews and focus group discussions.

VI. CONCLUSION

This research examined the relationship between mobile marketing and customer relationship management. In this research, mobile marketing was divided to SMS/MMS marketing, mobile apps, quick response code, location based and mobile banner ads. According to the findings of this research, there is a significant relationship between customer relationship management and mobile apps with a magnitude of 23.3%. Nowadays, the mobile app industry is booming, and since the one-million-app mark was reached in late

2011, the competition to get each company’s app noticed in the marketplace is aggressive. Mobile applications take advantage of the development in smartphone technologies. These devices carry a rich set of sensors, including photo and video cameras, positioning technologies such as GPS, touch screens, and acceleration and motion sensors. According to the findings of this research, teenagers are more willing to discover a new application regarding their needs and interests.

Moreover, this research found that there is a significant relationship between customer relationship management and mobile banner ads with a magnitude of 23.8%. Mobile banner ad is a static or animated image, text or a combination of these that can be placed in defining areas within the application. Mobile banner ads have some strengths like massive reach, inexpensive format and highly flexible, which is useful to attract teenagers’ attention.

Additionally, the findings of this research show that there is not any significant relationship between customer relationship management and SMS/MMS marketing. Most of the respondents mentioned that SMS/MMS marketing is not trustable and it is a disturbing type of advertising. The vast majority of respondents prefer to accept SMS/MMS marketing if the sender gets their permission beforehand and provide monitoring and filters the messages. Also, this research found that there is not any significant relationship between customer relationship management and quick response code. QR Codes enable marketers to track the number of scans on each code and identify which medium the scan came from. The main reason is QR code is a modern type of mobile marketing and most of teenagers are not really familiar with this type of marketing. Similarly, the findings of this research found that there is a significant relationship between QR code and SMS/MMS marketing, location based marketing and mobile banner ads. As QR Code will become more and more popular worldwide, companies need to focus on this type to employ it appropriately. Otherwise, this research found that there is not any significant relationship between CRM and location based marketing. Companies can use a variety of location based marketing tools and technologies to connect on a localized and personal level with consumers, including Bluetooth, GPS, RFID, WIFI, NFC and iBeacon. The combination of personal location and constant presence means companies have entirely new ways to draw customers. Alternatively, marketers can synchronize mobile advertising to the desired audience and have a mobile ad drive the consumer to opt-in to a first-party mobile relationship so that the targeted mobile advertising is working as a direct feed into a mobile CRM program.

I recommend for future research to investigate further on variables affecting mobile CRM.

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TABLE II. CORRELATIONS RESULTS

		CRM	SMM	MAM	QRC	LBM	BAD
CRM	Pearson Correlation	1	0.130	0.233*	0.011	0.015	0.238*
	Sig. (2-tailed)		0.197	0.019	0.914	0.885	0.017
SMM	Pearson Correlation	0.130	1	0.113	0.273**	0.022	-0.120
	Sig. (2-tailed)	0.197		0.264	0.006	0.831	0.233
MAM	Pearson Correlation	0.233*	0.113	1	-0.039	-0.004	0.203*
	Sig. (2-tailed)	0.019	0.264		0.699	0.966	0.043
QRC	Pearson Correlation	0.011	0.273**	-0.039	1	0.214*	0.263**
	Sig. (2-tailed)	0.914	0.006	0.699		0.033	0.008
LBM	Pearson Correlation	.015	0.022	-0.004	0.214*	1	0.140
	Sig. (2-tailed)	.885	0.831	0.966	0.033		0.164
BAD	Pearson Correlation	0.238*	-0.120	0.203*	0.263**	0.140	1
	Sig. (2-tailed)	0.017	0.233	0.043	0.008	0.164	
N		100	100	100	100	100	100

a. Note, *, ** the significant level at 5%, 1%.

b. Source: SPSS software