DYNAMICS OF COMMERCE IN THE INTERNATIONAL BUSINESS ENVIRONMENT

THE NEW ERA OF EXPECTATIONS -MARKETING THROUGH APPS

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ABSTRACT:

The position paper outlines the recent change seen in marketing pattern with the boom in information technology. The study throws the light upon the ease of trading transactions seen with the increasing use of smart phone users across the globe. The paper highlights more on mobile applications marketing becoming increasingly challenging as marketing leaders turn to create mobile apps to gain the edge in today's competitive economy.

Objectives of the study:

1. To understand the importance of M commerce with specific reference to app marketing.
2. To understand how M commerce aid to put the right product in front of consumers at the right time.
3. To understand on device media.

4. To understand how marketing through app help marketers to increase engagement between brand and consumers.

1. Meaning of Mobile Application

Mobile application also called as Mobile App. It is the term used to describe internet application that runs on Smartphone and other mobile devices. Mobile application usually help users by connecting them to internet services more commonly accessed on desktop or notebook computers, or help them by making it easier to use the internet or their portable devices.

1.1. How a Mobile App can be used as a marketing tool?

Mobile applications have proved to be a great tool for mobile marketers, as these are innovative and offer the user a host of features. There are certain widgets that are displayed on the home screen of mobile phones, allowing the user to directly log into them, and advertisements can be placed on these applications to promote a product.

Today a consumer is very tech savvy. This is a way to connect on their terms and the way they use technology. As the mobile app market continues to grow, brands have set their sights on sophisticated goals beyond basic user across multiple barriers. Marketers have already experienced the power of targeting on desktop.

1.2. How latest and greatest mobile marketing and mobile device is a benefit to a business and consumer?

The latest frontier of the app economy is that mobile marketing has shifted the attention of nearly every marketer. The time spent on mobile sites after all, exceeded the amount of the time spent on traditional web pages. Over a year ago mobile has revolutionized the way we communicate from business to business as well as business to consumer. Along with this revolution has come the ability for consumers to communicate back to businesses at an all time high.

2. Connecting with customers- The Mobile App Marketing opportunity:

With the boom of 3G services the mobile revolution isn't coming- it's already happened if the early bird gets the worm then those with early adopter advantage will be quick to disrupt, steal market share and monetise mobile.

The mobile app market was worth Rs 1800 crore in 2012 and it's growing at a tremendous fast pace. Forecasts states that it will reach Rs 5000 crore by 2015 that's a yearly growth rate by 40%. In fact, India has the third fastest app market in the world next to US and Europe with the fact that 84% of smart phone users in India.

With more than 360 billion downloads between 2008 -2017 apps cannot be ignored as an important channel to reach customers. Big brands have recognised this trend and have making apps as essential component of their strategy.
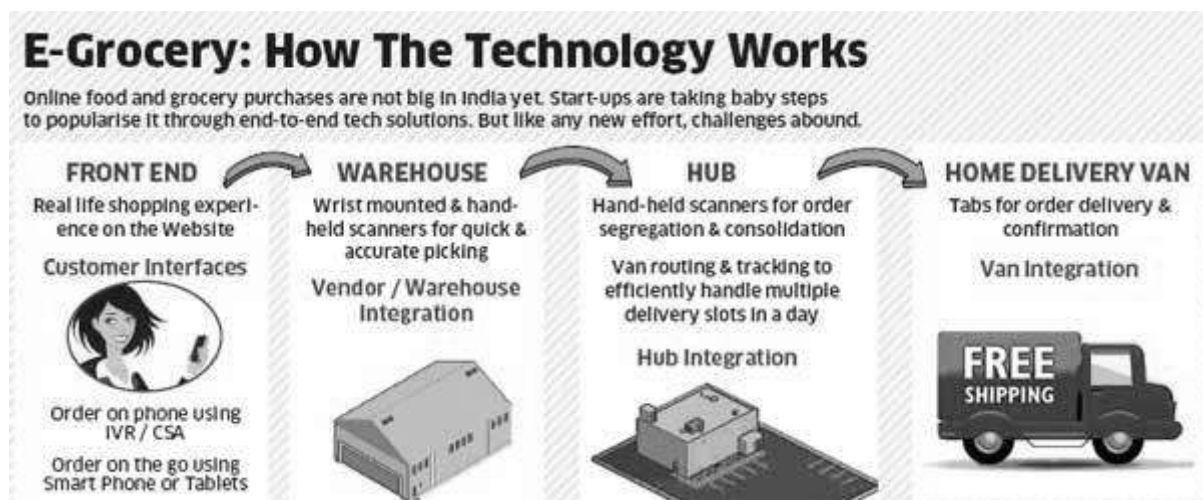
Brand marketers are rapidly realizing that mobile apps provide an incredible canvas because the connection they build is fundamentally different than other channels mobile delivers richness and reach- plus targeting and pervasiveness- at a significantly lower cost.

2.1. How mobile app grow brand awareness?
   a. Branded application
   b. Fun, entertaining or gaming
   c. Easy functionality
   d. Ability to refer and share
   e. Deeper content and engagement
   f. Creates touch points for the brand at a deeper level

2.2. Technology driving growth in grocery e-retailing in India:

Indian online supermarkets seem to be going the Amazon way in expanding their presence. Online start-ups like localbanya.com, bigbasket.com are looking to move from their home to multiple cities to tap local markets, with big basket recently providing ease on shopping through app has really given a new phase to app marketing in India.

E-Grocery: How The Technology Works

Online food and grocery purchases are not big in India yet. Start-ups are taking baby steps to popularise it through end-to-end tech solutions. But like any new effort, challenges abound.

FRONT END
Real life shopping experience on the Website

Customer Interfaces

Order on phone using IVR / CSA

Order on the go using Smart Phone or Tablets

WAREHOUSE
Wrist mounted & hand-held scanners for quick & accurate picking

Vendor / Warehouse Integration

HUB
Hand-held scanners for order segregation & consolidation

Van routing & tracking to efficiently handle multiple delivery slots in a day

Hub Integration

HOME DELIVERY VAN
Tabs for order delivery & confirmation

Van Integration

FREE SHIPPING

<u>**Source: The Economic Times, Technology driving growth in grocery E-retailing in India, March 07, 2013**</u>

Grocery buying is mostly a repetitive task something technology is known to do well. For instance, when a shopper logs into the account, a history of previously bought items makes it easier to pick instead of going through the motion all over again. "At each step, simple technology is helping us save time and money,"

The food and grocery market accounts for over two thirds of the $505 billion Indian retail market. According to retail consultancy Technopak, the retail market is projected to touch $725 billion by 2017. The organised food and grocery retail market in India is estimated at $ 12 billion in 2012 and grow at a compounded rate of 30% over next the five years. "Though e-tailing is still a very small part of retail in India it is projected to grow at a fast pace and over the next decade its presence will be significant"

2.3. Technology as a platform to sell Movie Tickets:

In the pre-internet era, movie tickets were initially sold at the ticket counters, where one would find long queues, the closest one got to online booking was telebooking, where one would call and book their tickets in advance. With internet, came e-commerce and the convenience of booking tickets. As technology progress the number of platforms from laptops to mobile phones, to smart phones to tablets etc. BookMyShow.com/app on any smart phone can has changed the era of entertainment

industry. Where selling movie tickets has become so easy at your finger tips, with only one portal to book tickets from the BMS app can be used to book the tickets for all the cinema halls in the city. It also gives options for all the theatres in the town.

Features of BMS app:

a) All new interfaces.

b) Quick pay for super fast checkout experience.

c) Access to entire booking history.

d) Share tickets with friends right after a ticket is booked.

2.4. Technology and Banking:

Away from home or busy, balance enquiries can be made and/or money can be transferred and/or bills can be pain anytime 24*7 that is possible today with M-banking or app banking today which provide convenience of simple ,secure anytime and anywhere banking.

Limitations:

1. The paper is based on secondary data and observation.
2. The paper highlights on few App marketing examples/cases.

Conclusion:

Business opportunities associated with apps are at the infancy stage the mobile phones have become the tool of our lives. Where we not only use it for interacting with people but also with products and companies, as mobile device has become every consumers choice it is ideally important for the companies to meet with the requirements of consumers. As mobile continues to increase its importance as indicated in the study mobile and internet usage is expected to double in future, new apps are downloaded daily. The question is who is going to lead the change in this fight of app marketing?

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