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**THE ROLE OF MOBILE MARKETING ON CONSUMERS
PURCHASING ENGAGEMENT IN BANGLADESH**

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ABSTRACT

Mobile marketing is a very trendy marketing strategy all over the world. It is very simple, cost minimized with a high efficiency which can target a specific customer by using its tools. Where Bangladesh has all the facilities to adopt this strategy. The main aim of this paper is to find out the role of mobile marketing on men's consumer purchasing engagement in the retail industry. This paper will help the retailers to scan the actual scenario as they do not know where the status is belonging now and can use it for their future moves. Also, there are fewer papers regarding this topic in the context of Bangladesh, my paper will help the future researchers. This paper is all about the theory of consumer engagement by mobile marketing in the retail industry.

To examine the research, the author has used a quantitative descriptive method. Where the author sets an online questionnaire to collect data and the sample size is 151 mobile phone men user's participants who live in Bangladesh. The author used an analysis tool graph to reach the study aim by analysing the individual question. The survey helps the author to understand that how mobile marketing has changed men's traditional marketing behaviour into mobile shopping. After this research, the author came out with some solutions for the retailers that all the facilities are accessible, people are ready to accept these marketing strategies, so they can use the feature of mobile marketing as effective.

Keywords: Mobile Marketing, consumer engagement, Men consumer, Mobile consumer behavior, Bangladesh.

INTRODUCTION

The growing population and having all the facilities of digitalization in Bangladesh has changed the shopping behaviors of the consumers. The easy way of having a mobile phone and using the features of the mobile phone has given a spontaneous turn over to the marketing policymakers to another level. Bangladesh is the most densely populated country of having 163 million people where there is a great potential economy for any business mostly for the retail industry. The total number of Mobile phone subscribers has reached 165.615 million at the end of January 2020. This huge number of mobile phone users has created a great business field for retailers. Now people of Bangladesh are using mobile marketing as is new, interesting, and convenient. The aim of the paper is to find out the role of mobile marketing of the men consumers purchasing behaviour of Bangladesh in the retail industry.

Mobile marketing has started to show the power of influencing the consumer all over the world. While mobile marketing has gained unbelievable success, now this strategy is the highest priority for strategy markers. Because this platform can enhance the sales, give a healthy growth to the brand awareness which helps a business to have a new transformation. The fast rate attributes of mobile marketing make the marketers more interested in this marketing platform as every company knows its benefits. This spontaneous influencing power has an impact on Bangladesh too. However, the use of mobile technology is so less compared to the developed countries. Besides this, Bangladesh has not adopted the mobile marketing policy that much efficiently.

Recently, the COVID pandemic is much responsible to make this digital marketing more attractive. In this pandemic people was in lockdown, they spend there most of the time on their mobile phone. They were not able to go outside so they had to do mobile shopping. Some retailers have grabbed this time and boost their business as they targeted some specific customers on their location base.

This mobile marketing has gained popularity in Bangladesh. Although the retailers have started to consider this platform with a new view, and they are concern about this. However, there are many research papers on this subject but there is insufficient research on consumer purchasing engagement towards the retail sector, especially in Bangladesh. Besides this, the men people of Bangladesh have a special kind of attraction toward mobile shopping. Additionally, they found it interesting and easy as compared to the women, as men's people are more device friendly and online transition habituated. This research paper is going to provide some findings to the retailers that how powerful influence is working on the consumer via mobile phone marketing.

Moreover, the efficiency of this strategy is far bigger than the traditional strategy. Mobile marketing is influencing the consumer by its technology-based marketing, how the consumer perceived value can make, and the perceived value of interactivity in mobile contexts will be shown in this paper.

However, there are some reasons why the thesis paper subject has chosen the men over the women. Still, there is some gender inequality issue in Bangladesh, women are not that much educated and self-depended compared to the men people of Bangladesh. Two-thirds of Bangladeshi women do not have a bank account to have financial decision-making power. Lacking interest and do not have sufficient given wages for their work are responsible to do not have a bank account.

The author has chosen this topic as there are many retailers who yet not adopt these strategies as there is not sufficient data to see which factors are attracting the consumer. In this field, there are few papers regarding this topic that are not the latest. The reader also will get information about the factors that are more famous to make the men's to attract and making them converted into the mobile shopper.

To have the answer to the research question and considering the knowledge gap in the related literature in the context of Bangladesh the author wants her research question whose will help to have the proper answer with the justification. This study will provide implications ideas for retailers and mobile marketers in designing mobile shopping services based on an understanding of consumers' perceptions of new shopping capabilities also about the fact that why more engagement attitude towards mobile marketing. The research question of the paper is:

R.Q: How the available facilities can make a consumer more engage in the retail industry by influencing mobile marketing?

The author has divided the question into three sub-question. Following are

- (1) what facilities have changed the consumer settled behaviors of purchasing by mobile shopping?
- (2) what value can be created by using mobile marketing by the consumer for a brand?
- (3) What are the main factors that are influencing men consumer's shopping behaviors?

This thesis has chapters based on mobile marketing, consumer engagement in the retail industry, mobile marketing acceptance by consumers, consumer attitude on mobile marketing, influence of mobile marketing, and mobile marketing & retail industry which is done by reviewing some of the scholar's research papers. Most of them are on mobile marketing and consumer purchasing engagement about the retail industry. Also, there will be more discussion on mobile marketing, mobile marketing for the retailer, consumer behaviour to the mobile marketing, and consumer purchasing mentality.

In the third part of this paper, the methodology will come. Here quantitative descriptive research methodology will be used where there will be some online questionnaires. The question will be regarding mobile marketing, mobile application benefits, and advantage of mobile shopping. The online questionnaires will help the retailer to understand the lack of the process that they need to improve. A total of 151 mobile phone men users will participate in an online survey. This survey will give a scenario on hand that why men are becoming mobile shoppers? Then we will have the result of that what is the better decision for more engagement to mobile marketing. However. Retailers of Bangladesh will understand the value of mobile marketing, then they can make the strategy more developed and convenient for the consumer with mobile opportunities and functionalities. The conclusion will be of descriptive design.

Here the thesis researcher wants to thank her honorable supervisor Iivi Riivits-Arkonsuo. She is so much helpful; her proper guidance and instruction made the thesis in the appropriate structure. On the other hand, the researcher of the thesis wants to thank the participator in the online survey as without their participation the survey will not be able to complete.

1. THEORETICAL FRAMEWORK

This chapter will be covered by the author about the role of mobile marketing which can engage the consumer in the retail industry. Consumer engagement in the retail industry will be discussed at the beginning of the theoretical framework. After that, mobile marketing acceptance by consumers, consumer attitude on mobile marketing, the influence of mobile marketing, mobile marketing, and retail industry which convoluted how these characteristic work in the retail industry, also make consumer purchasing engagement by motivating in the whole paper. As this is limited research specifically on mobile marketing in Bangladesh. However, a body of more general research on mobile marketing and consumers' responses has developed over the last decade. Lastly, men's consumer buying attitude in the retail industry by mobile purpose can be achieved.

1.1. Consumer's engagement in the retailing industry

Bangladesh has a huge field in the retail industry where there is a vast amount of consumers. Previous researcher has come across that consumer engagement refers to the connection of prospects and potentials form with organizations, which is only based on their experiences with the offerings and activities to the organizations (Vivek, S. D, 2009). This relationship is not made by one side or automatically. The consumers build these experience-based relationships through intense participation by way of unique experiences embedded in the offerings and activities of the organizations.

Based on a similar research area, the author noted that the relationships with a brand of a customer is a concern that is too narrow and more centered on the purchasing act, here this approach considering current clients while avoiding some future consumers (Vivek *et al.*, 2012).

Similar research paper in this context is saying that consumer is often referred as to be social, local, and mobile (Marsden and Chaney, 2013). Like other countries, Bangladeshi people are also getting influenced by mobile marketing. But the number of these consumers is very limited as there are some limitations. Retailers of Bangladesh have changed their minds about marketing strategy converted into mobile marketing, but this effort is less compared to the other developed countries. Retailers can target audiences on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps ("What is Mobile Marketing? - Marketo", 2021).

However, consumer engagement is something that they interact with the business when they have no intent to purchase, not a client, during purchasing, and can be after purchasing. This type of relationship of consumers gives an inherent value of consumer engagement to a business.

Study of the retail industry, the author discovered that (OECD) countries that mean Organization for Economic Co-operation and Development said that retail sector is playing a vital role for employment, business and great role to increase a countries GDP (Tajeddini *et al.*, 2013). The last three decades are the witness of seeing significant growth in the retail industry with a huge number where some retail business has an international tread.

Retail and consumer this two-word come together by default. Without the consumer, there is no retail industry world. The retail industry has a different scenario in different countries. Like other countries, Bangladesh has a strong impact on consumer engagement in the retail industry. In a general word, customer engagement is something where retailers want to interact with their current consumer and expected consumer for a long period physical and online too.

It's not that easy as before, now the engagement of customers towards the specific product is easy but, they can abandon it also very quickly if they got attracted to other products due to the digitalization opportunity. Previous researcher has acknowledged that the critical role of the interactive relationship between the consumer and the brand (Aaker *et al.*, 2004). Long-term engagement of a consumer can make a business profitable. To have this relationship, strategy policymakers must consider some techniques to increase customer engagement in a business (Schultz, 2017).

Consumer engagement is important as it can change a business's profit. The previous researcher has discovered that attracting a new customer is more expensive than keeping the previous customer. To maintain the engagement of the consumer there are some steps like, in the beginning, the trust of the consumer should be achieved by services which would be supplied by the vendor. Then the communication or transaction should have a positive perceived value greater than the other competitors. If these steps work properly then there will be an emotional attachment towards the company. This attachment can be a big resistance to change brands (Aaker *et al.*, 2004).

Bangladesh is a fast-economic-growing country for the last 10 years. Here retail industry reevaluation of Bangladesh is noticeable as it is changing the landscape very quickly. This sector is considering a booming sector. However, Bangladesh is a depth of poverty country which is an open secret but making the priority of keeping industrial development can make a big difference. Where consumer attraction is mandatory to make the dream come true (Rana, S., 2014). Only sticking to a brand with the mood of an enjoyable and problem-free transaction can make a consumer engage in a business.

The main concern of a business is not to have the attention of the customer but also to inspire and encourage the consumer to come back for purchase. Just providing products and services is not enough to attract the customer (Trifts & Häubl, 2003). Providing proper content of the brand can help a business to attract the consumer. All the information of a brand like messaging, relevant content from authentic sources, and valuable communication with the consumer can also help them to stick with a brand. A consumer's stickiness for a brand is the reflection of satisfaction and loyalty that they feel.

According to (Pilgrimienė *et al.*, 2015), consumer engagement concepts have a significant interest in both marketing policymakers and educational literature. Interactive participation of consumers gives the value of the co-creation generating and process of a business. The term customer engagement according to the author is a motivational turnover to a business that may influence the other consumer by exhortation, word of mouth, giving suggestions by writing blogging or doing video blogging, etc. Consumer engagement is a psychological state that can present at various levels as context-dependent with an intensity.

This all scenario does not appear automatically. Some goals would be developed by strategy makers. As a previous researcher said that consumer engagement is the key to having long term successes for a business. The most suitable way of having consumer attention would be retention rates, live marketing, sending email and force to open and click the email, mobile apps, gaming app, and digital advertising. Now there is a fact that which communication channel would consumers accept, and the company can consider the convenient media to communicate (Trifts & Häubl, 2003).

Using the right tool will solve the cross-channel marketing policy very significantly. This tool will have the solution of integration of consumer relationship management and a brand needs to send any messages to the consumer, via email, SMS, digital ads. The answer of the consumer feedback via social media will help the engaged consumer to be engaged for a long time.

This all can be possible simultaneously if it comes under an umbrella which is called mobile marketing where all the features of communication, sending content, have and interaction with the consumer will be done in a proper way. After all, without having any data on hand no one can tell that the strategy has worked out or not. So, the measurements of consumer interaction data should be observed. Where usually retailers can observe the consumer interest what they like, what they usually buy, the consumer categories, and who they are. This helps a business to target the specific consumer easily. Information about campaign performance, previous transactions, consumer behavior will be considered in this observation (Trifts & Häubl, 2003). This data is very important to the policymaker as they will work on the targeted consumer who has left the brand. Only considering consumer engagement as a focus zone, a business will benefit in the long-term run.

According to the researcher (Islam *et al.*, 2012), service quality is a big fact to make more engagement to a brand as the expectation of a consumer can be varied on any services or upon any particular product. A consumer post-consumption depends on some fact as obviously on the price and quality of a product. There are some other factors that may give more satisfaction to a consumer which are brand images, their exceptional attributes, the reputation of a brand, product specialty, production of the product from a particular country, etc. It makes a big influence on consumer loyalty. Additionally, by the scholar (Islam *et al.*, 2012), a store atmosphere, communication with the customer, salesperson, and providing information regarding the product may also create a huge impact on a consumer's purchasing behaviors.

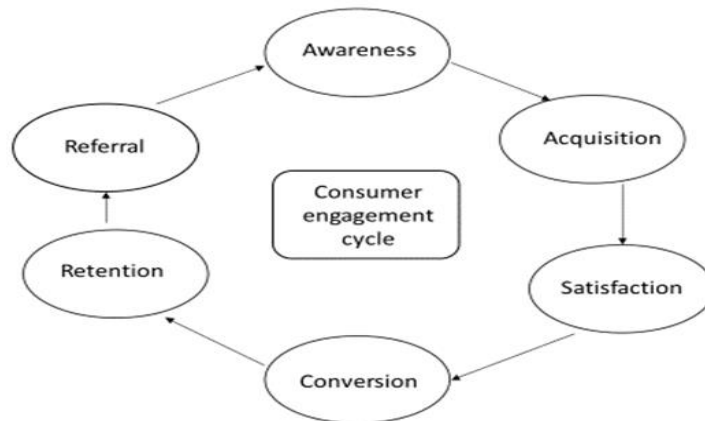


Figure 1: Conceptual model of the customer engagement cycle

Source: (Acuna, 2021)

According to figure 1, customer engagement has a circle, like when the awareness is acknowledged by a brand then acquisition grown in the consumer mind. Connecting to a brand with sufficient information and services makes consumers satisfied. After that, the consumer conversion happened and they retention to them (Acuna, 2021). After all they referral others with their experience which brings a huge benefit to a business. This all happen with a circle one chain break then the other would not be happening.

After all, the break-free connection of a consumer to a business may affect a business sale. The previous scholar has the same point of view that Bangladesh has a different scenario of the retail shop as this country has traditional shops more than modernization shops (Sarwer, Ferdousi, 2004). However, the consumption pattern is changing and making the economic growth high. Moreover, supermarkets and organization of retail sector still small but the range of consummation is going high and high.

Nevertheless, the author considers that consumer engagement in the retail industry in Bangladesh is a big field for business. Retail groups must work on the engagement of consumers seriously so that they can make a big difference to their business in a positive way. Though the engagement of the consumer in the retail sector has already been stabilized, but the sector should be taken into consideration to turn into digitalized. However, moving forward the mobile marketing in

Bangladesh is changing rapidly. This would help to understand how the value of consumer engagement works in the retail sector. All the points have been mentioned here just to realize the mobile marketing user's reception about the consumer engagement towards the retail sector. This is the reason that the author has discussed the whole about consumer engagement in the retail sector for a better overview which is related to the study question of this thesis paper.

1.2. Consumer's engagement in the retail industry

In Bangladesh, there are some retail brands like Daraz, Chal-dal.com, Bikroy.com, evaly, and so on, which all has there well-established mobile marketing platform. These all have their well-established websites, mobile applications, they do digital advertising frequently, and they do send promotions or ads via SMS, MMS, mail to the specific customized consumer. It's all have been made possible just because of cheaper mobile internet facilities. Shopping with a computer or tab is not handy and convenient compare to a mobile phone. The features of mobile phones are simple and easy to operate, which has made people attracted to this platform for their shopping habits.

Where mobile phones and the internet have come to people's life as a blessing where it has changed the way of their looking to the life and living style. It has changed the whole process of banking, communications, entertainment, treatment, education, and the most important marketing strategies for every type of company (Rayed Barkat, 2018).

There was a time when marketing was confined to newspapers, tv, radio, and billboard. But the whole marketing concept has changed. For advertising any product or service via any specific device like tabs, smartphones are known as mobile marketing. The extraordinary feature of mobile marketing including location services, based on someone's location a tailored marketing campaigns, and so on, has taken the marketing to a next level (Gao *et al.*, 2010). The method of mobile marketing can be customized promotional to a specific user who is connected to a network for a long. The whole process of communication, having information, access to any network by wireless and mobile communication has changed significantly worldwide.

Where we cannot forget the huge number of populations who lives in the urban area, where all the facility of having mobile marketing and online shopping is available for the people of the capital and big cities only. Whatever the lack of interest of the retailers is also responsible for not taking the urban areas people in the consideration for mobile marketing.

The mobile phone is omnipresent in the world now as it is the best platform for any kind of marketing which will have the most attention within a short time of duration. This strategy is using via websites, SMS, MMS, mobile application, email, and social media platforms. These vias are making the consumers omnichannel engagement. This omnichannel engagement only happens when there are strong content, strategic, and customized promotions by the strategy makers. (Leppäniemi, *et al.*, 2008). The previous researcher has claimed that the most mobile phone user is adult who uses a mobile phone for playing games, using social media, watching movies, and do communication.

A significant number of mobile devices have come out as an unbelievable stage. Last decade, the need for mobile devices and tablets computers has come like a daily essential part where people cannot imagine a day without its functioning (Kaplan, A. M.,2012). Researches showed that cell phone has the easiest method of having internet access functionality. The influence of mobile devices has made a great impact on traditional marketing platforms such as television, newspaper, and desktop computer.

However, brand promotion through mobile marketing is all depending on consumer acceptance. No matter what the development in technology, what the content of the brand is carrying, or the changes in marketing attributes are, consumers are then the main fact that can make a campaign successful by willingly accepting (Donga, G. T.,2017). The main strong factor of any industry is consumer, as without consumer acceptance the business strategies would be unable to do functions their business or would have any profit. Mobile marketing is the same thing. According to (Donga, G. T.,2017), basically, policymakers need to make some sensible content regarding the product or services, which need to match with the consumer wishes. The research also showed that consumer's trust and privacy concerns are very important factors for mobile marketing.

The retailers are considering mobile marketing as a tremendous platform for boosting their strategy. The researcher also disclosed that mobile phone has the highest interactivity with a

piercing which can be operated with multimedia capabilities (Donga, G. T.,2017). Besides this, there is a serious dare in the mobile marketing field, as consumers privacy, restriction of the user interface, spam, network issue, suitable channel to provide the content of the product or services, and the communication with the consumer through mobile data. After all the acceptance by the consumer matters the most. The consumer has some trust and privacy issues through this mobile marketing.

In the matter of acceptance of mobile marketing, the scholar (Gao *et al.*, 2010) has mentioned that the ways of accepting the concept by the consumer are technology acceptance, gratifications, and user friendly. According to the researcher, perceived usefulness, perceived ease of use, predictive of intention to the adoption of a technology matters for the consumers. Basically, these two factors are for organizational with a system-based element. Additionally, these factor is also connected to the consumer adoption and experience of having adopted the technology. Here information providing, accessing mobile content, and access the permission to the mobile device, this kind of mobile activity are included in the technology acceptance model. Where personal attachment and risk acceptance of the consumer comes automatically. Next, the gratification uses of consumer comes, where there is consumer-like hedonic purpose who is fond of seeking for entertainment, rational users, and utilitarian users. This gratification uses of technology by then consumer depend on the choice of new media adoption. Here perceived enjoyment and perceived expressiveness directly influenced intentions to use mobile data services by the consumer.

From the side of marketing strategies makers, mobile marketing is a platform where any brand can be formed, targeting customers, advertising any announcement regarding a product, and so on (Ashraf *et al*, 2010). Mobile marketing advertising can work as a “push” and “pull” tactic to target consumers. Where push marketing advertisement is referred to as unrequested which may be annoying and unnoticeable by the consumer. On the other hand, the pull strategy of mobile advertising is more effective than the push method as it would be work when the consumer wants to see the advertising and can place a request for the advertising. Whatever the number of minimums the request is but the outcome may give a boost to the business. The effectiveness of pull marketing advertising is more than the push marketing advertising claimed by the researcher. Researchers in a similar area, (Tsang, *et al.*,2004) suggested consumer permission should be asked in mobile marketing as incentive and entertainment are a very important variable to make the mobile marketing’s attribute more improved for the retailers.

Popular teams of mobile marketing are mobile application, click through to the website, social media advertising, SMS, MMS, and QR code. Mobile marketing has a great point as it can work online as well as offline too. The researcher has proposed (Gao *et al.*, 2010) that risk acceptance and personal attachment are the antecedent factors. Moreover, there some factors that could influence consumer acceptance of mobile marketing adoption practice in a cross-market which are accessing content, sharing content, and providing information.

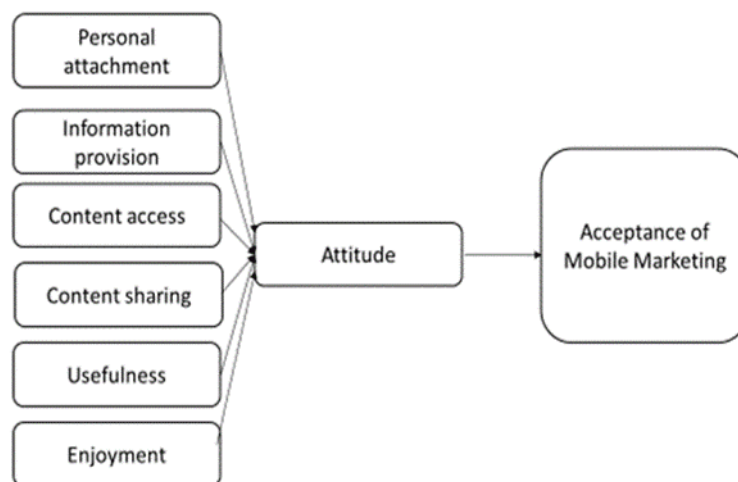


Figure 2: Conceptual Model of Mobile Marketing Acceptance by Consumers.

Sources: Arumugam *et al.*, 2015.

Here scholar has put the main factor that could drive one consumer's decision to accept the strategies which are personal attachment, content sharing, content access, information providing, usefulness, and enjoyment. These attributes can drive one consumer's attitude towards the strategies.

Mobile marketing attributes are very important to carry forward as the strategies should be accepted by the consumer. This mobile marketing has a vital fact about consumer privacy. This privacy makes the people more conservative in Bangladesh. The author has shown the important side of consumer acceptance barriers which is all about consumer permission and privacy. As the

mobile phone is something very personal to anyone, so the privacy of consumers should be on the priority list from the side of strategy makers. In Bangladesh, the consumer is the same as they have the trust issue of privacy to use mobile marketing via a mobile device. If this matter can be done in a very sophisticated way to have the trust of the consumer of Bangladesh, then mobile marketing will have dramatic growth very soon. Here the author has explained all the viewpoint on the topic of agreement of the mobile phone marketing by the consumer, to observe the barrier and restriction that people face in Bangladesh which supports the author to have the analysis question about the value created by the consumer for mobile marketing.

1.3. Consumer attitude on mobile marketing

This term mobile marketing sounds like something technological-related word, which disturbs the less educated, aged, and technologically unfriendly people of Bangladesh. As earlier the author has mentioned that less interest of adopting the mobile phone feature and the problem of having the transaction has created the negative attitude towards mobile marketing for this country. However, in Bangladesh, statistic shows that the half people are older and half are younger. Moreover, the education level has generated a vast revolution in Bangladesh since the late 90s. Young people are more internet users and holding mobile phones compare to old people. So author has taken the educational fact under consideration to find the research question answer.

The main concept of mobile marketing communication is advertising a particular company's product that will appear in front of the targeted consumer, either in a push or a pull mode advertising. It depends on the consumer's permission sometimes or sometimes not as it may appear like a pop-up advertisement (Barutçu, 2007). This unwanted push advertising may irritate the people as from the concern of privacy.

Where Marketing policymakers continuously working with their strategy and tactics to match their consumers' evolving behavior, engagements, and habits. With the blessing of smartphone and internet users, the number has risen the interest of consumers towards mobile marketing (Lamarre, A, 2012). The previous researcher has discovered that some consumer is obsessed with some specific brands. They always look forward to what is coming new. Interest in such a brand

is highly related to social, economic, and technological changes in the market that consequently cause changes in consumer behavior (Tarute *et al.*, 2017).

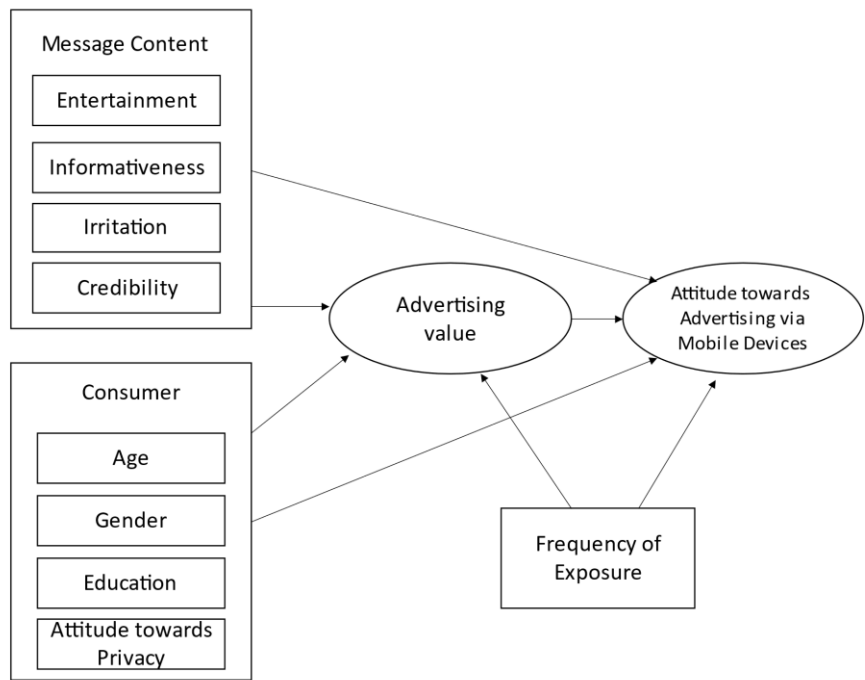


Figure 3: Antecedents of attitude toward mobile marketing via mobile devices

Source: Haghirian *et al.*, 2005

The attitude toward mobile marketing can be defined in two segments which are the message of content (Entertainment, informativeness, irritation, and credibility) that the mobile marketing carrying out in front of the consumer, and another one is the consumer (Age, gender, education qualification, attitude towards privacy). Those two segments give value to this marketing. On the other hand, (Haghirian *et al.*, 2005.) the attitude towards mobile marketing by consumers value of this marketing would be varied as there is a dependency on the frequency of exposure by the consumer value to the policy.

Researchers have investigated in a similar area that mobile marketing can be used by combing digital and social media marketing to send the advertisement to one-to-one or a mess communication among a huge number of customers which can be done very cheaply and more efficiently (Watson *et al.*, 2013). Additionally, to make a consumer engage for a long time to a specific brand, through text messages, mobile push advertising, asking for permission-based marketing, sending content, QR code, and sending MMS is the main weapon of mobile marketing.

At the beginning of mobile marketing, SMS or sending text messages was the only and main tool of mobile marketing. In a study (Muk, A.,2007) it has been shown that this tool of perceiving mobile marketing can be a communication of irritating to the consumers as it is one kind of push advertising where consumers do not ask for the advertisement. The attitude of consumer engagement can be favorable to any brand or unfavorable if the right tool is not using with an appropriate acceptance by the consumers. Correspondingly, it is necessary to take the consideration of understanding the negative attitude of marketing from the side of a consumer, especially in the modern era of technology as switching to another brand is so easy and cheap. Consumers are given a wide range of options to be engaged in any business whenever they feel bored or irritating. (Watson *et al.*, 2013).

However, Mobile marketing is not only confined to voice communication or sending SMS to the customer anymore. There are some tools that are ruling the sector with a huge impact which are mobile advertising, mobile banking, mobile shopping, location-based mobile services, mobile internet, and mobile sales promotions (Barwise *et al.*,2004). Furthermore, mobile marketing offers a convenient way to reach the targeted consumer at any location and time with its tremendous characterizes. When it comes to the mobile advertisement, again pull and push advertising comes. According to the researcher (Barwise *et al.*,2004), push media saves the consumer time and money as they do not need to browse any content by themselves. A brand can send a text to a customer and can build a strong relationship with the client which will help the brand to carry forward the relationship for direct marketing and promotion-based campaign.

Moreover, the researcher has claimed that (Persaud & Azhar, 2012) mobile sales promotion is a strong tool for boosting up any short-term campaign as retailers have the advantage of location-based consumer identity which will help to have the coupon var code at the selling point for the consumer.

Similarly, Mobile entertainment services have a vital role in mobile marketing. Mobile is now a multiuser platform as people use their mobile phones to play games, watching sport, movies, listing to songs, gambling, etc. (Persaud & Azhar, 2012). These all the tools working by the mobile internet. Mobile internet has become so easy as people can get access to any web pages by mobile phone internet. The author has observed that this mobile internet has made mobile shopping easier for people, as they can purchases things when they feel the need and want things

without leaving their house or office. After, discussing over mobile shopping there is one fact rising automatically which is the payment method.

The author noticed from a research paper (Wessels *et al.*,2010) that mobile banking is more efficient than the branch of a bank, as it saves their time to have the same service of quality faster than before. Mobile banking is offering consumers to transact whenever they feel without going to any bank office. They can pay their bills, transfer funds, account balance checking by themselves, and can mobile shopping too. This all attribute of mobile banking is working more swiftly with mobile applications, as every bank has their mobile application. At this moment, no bank can underestimate the power of mobile banking.

According to the researcher in the same area (Varnali & Toker, 2010), the perceived consumer value in the mobile context has been divided into two sectors which are utilitarian value and hedonic value. These two values of consumers give the contribution to mobile marketing to another level. Moreover, the utilitarian value has less impact compare to hedonic value, as it also depends on the trust issue of the consumer to mobile technology and the low internet user experience.

They said that (Varnali & Toker, 2010) age, gender, and educational status of a user is a fact, these two values tendencies and emotion and functional values were also a very examined the relationship contributions to the mobile marketing. Where a mature consumer and more educated mobile user likes to have a utilitarian tendency over hedonic tendencies. As opposite, hedonic tendencies of mobile marketing users, are more underage and low level of education. The service quality of the mobile marketing is different to these two types of value contributed as hedonic tendency user is more positively associated with perceptions on service quality where the utilitarian tendency is not. The scholar (Varnali & Toker, 2010) also mentioned that emotion and functional values were also very important element of mobile marketing.

Mobile marketing researcher has exposed (Varnali & Toker, 2010), that the trust factor of consumer has a very important role of mobile marketing. As mobile is a wireless and hand-held device that carries a lot of personal information of anyone. The trust issue is more serious than having the benefits from mobile marketing for a consumer. Also, the scholars observed that namely user control, connectedness, interactivity, connectivity all over the place of mobile marketing has a strong effect on consumer perceived contextual scenario.

The mobile phone is always on, always connect to the internet, typically always with a consumer unlike the traditional media like Television, radio, and desktop. This ability of connectivity between mobile phone and consumer gives the chance to the retailer to make marketing their product or service in between this space. The scholar also presents (Varnali & Toker, 2010), that consumers get heightened stress when they are separate from their device. This kind of attachment with a mobile phone can give a significant scope to the retailer whatever they are using pull or push marketing strategies. For this reason, any promotion of any brand can be received by the consumer as they are close to the device. Furthermore, the availability of cancelation of any promotion can be done by consumers as high response rate and limited remaining inventory of sending advertising.

Location-based mobile advertising (Dix *et al.*,2012) is another great weapon for any retailer who is using mobile marketing. This method of advertising offers an extremely superlative option to the retailer to target a specific geographical area. By using location-based services advertising any emergency notification, store regarding information seals related information, any consumer-based offer can be sent to the consumer whenever they enter in any hot zone of mobile marketing location.

Regarding the consumer attitude on mobile marketing, there is a serval research paper, most of them argue on the message of content what the marketing is carrying to the consumer, besides this the consumer profile is also discuss through some research paper. Although, the tools of mobile marketing are much responsible to drive consumer attitudes toward mobile marketing (Barutçu, 2007).

Credibility is the most effective sector which affects the respondent's attitude towards mobile marketing. All this phenomenon of mobile marketing has a direct influence on consumer attitude towards these strategizes and that has been observed by the author as well. It would be unfair if the author did not mention that the young people of Bangladesh have a positive attitude about mobile marketing as they seem this system very convenient, cheaper, interesting, and informative. All the above theoretical point of views has put by the author to understand the attitude towards mobile phone marketing which has an impact on consumer shopping behavior.

1.4. Influence of mobile marketing

It is undoubtedly to say that the digital lifestyle has a great influence on Bangladeshi men. Especially when the social media topic came into the thoughts. This platform has changed the whole scenario. Many brands have created their own mobile phone application after getting huge followers from social media platforms. In Bangladesh, social media marketing has a great impact compare to mobile marketing. However, these marketing strategies are taking the field at an alarming rate.

“Mobile Marketing” this word has changed the phase of the modern business marketing strategy fully. It has a great influence on the marketing field. This phenomenon has changed both consumer and business owner’s communication meaning, this medium of communication is not one way but also from two ways as a consumer also want and expect it. This two-way communication makes the consumer generate brand content which automatically done half of the job of business owners (Shankar *et al.*,2009). The influence of mobile marketing also controlling the decision-making methodology of a customer.

Only the creativity of a brand or a business can make engage a customer with the endless feature. This engagement should be done with an authentic source as it would build trust and make value to a business. According to the researcher (Gao *et al.*, 2010), the practice of consumer mobile devices for information provision, accessing content, and content sharing are also indicated that technology acceptance, dependency on the devices, gratifications perspectives over mobile marketing which measure the impact over the usage factors. Additionally, two factors are there which are more influenced by the youth market are personal attachment and perceived risk acceptance. Similarly, consumers get mobile advertising, company selling offers, or any sports event information that they are ready to receive as they have given the permissions.

Research paper in a similar area claimed that (Leppäniemi, *et al.*, 2008), three main elements of mobile marketing are controlling consumer behavior and the business owns which are mobile advertising, mobile direct marketing, and mobile sales promotions. In the mobile advertising sector, there was a team mass media, but now mass media has blurred. This advertising is now like television, radio, and press alike. Although there is a different format for identifying the advertising as web category, mobile searches, mobile application, and mobile internet.

In the category of mobile sales promotions, it influences the consumer most as it encourages the consumer to purchase the product or services as it is short-term incentives. Furthermore, direct marketing through mobile is another effective way to influence the consumer. By this category of marketing, the company can target one-to-one customers which helps the retailer to build a relationship with a consumer for the long term. (Leppäniemi, *et al.*, 2008), Based on customer knowledge or knowing individual information company can send SMS, WAP push, MMS, email message to the targeted consumer. This category of marketing reduces the chance of overlapping so that the relationship with the management and consumer may settle and smooth.

On another researcher (Sreenivasan *et al.*, 2010) claimed that Mobile application is more worthy than websites as the mobile device has a comparatively small screen where an application can present all the feature of a brand in a very convenient way. Again, the consumer generally chooses specific technology by other's opinion or individual experience. Also, they can recommend others if they feel the experience well enough.

(Sreenivasan *et al.*, 2010) according to the scholar, the privacy of consumers should be considered as a high priority to a company. The information of a consumer should be kept in a sophisticated manner and with the proper ethics. If a company is failed to keep the privacy of a consumer then they might be losing the trust of the consumer. Where the consumer feel that trust issue occurs, automatically consumer move to another company or any another marketing policy where they feel safe and sound with all the personal information.

The author found from a research paper that (Rohm *et al.*, 2012), all the consumer is not being influenced by some facilities of a mobile marketing category it depends on consumer age, interest, need, and risk-free transaction feeling. On the other hand, self-reported mobile marketing activity is more important as everyone has their own choice of the mobile device to use what biases they are using the mobile phone. Consumer innovativeness is another main attribute that influences the consumer most in mobile marketing. Highly innovative people are more favorable towards this marketing. As the innovative consumer always looking forward to what is new what is offering by companies and they click on some advertising link to have more information regarding any product or services. These people then recommend others if they have a nice experience of communication from the company side.

However, the author tries to focus on the segment of successful influence of mobile marketing in this chapter. Here individual characteristics, devices friendly consumer, privacy, trust issue, risk-free transaction, convenient communication, personal innovativeness, obsession with the mobile phone, mobile phone interactivity, content provided are the main reasons behind the influence of mobile marketing in the context of Bangladesh.

1.5. Mobile marketing and retail industry

Retailers are observing the importance of mobile marketing very seriously. Mobile marketing is offering them multiple opportunities to target certain consumers, make a product or services popular, cost minimaxing for promoting any product or services, opportunity to have success in short term selling campaign, seals promotion-related information, coupon-based discount promotion to the long term consumer and so on. According to the scholar (Shankar *et al.*,2009), this whole process can be possible if the retailer has the opportunities to have the access to the consumer environment as the mobile device is very closer to every consumer. Retailers can get access to the consumer environment at any time, any location. There is no time frame and location restriction to provide the necessary information regarding any product or service to the targeted consumer.

The scholar has mentioned that (Ström *et al.*, 2014), the value for the retailer is generated on the basis of activities that have been done to the consumer, a maintained value chain, prioritized the value to the consumer, and so on. This value gives the retailer have a competitive advantage which helps them to give tough competition in the competitive market. Also, in another research paper (Yang, K.,2010), mobile marketing is a gateway for a retail business as it can be communicated with the consumer as a tool of improving media. In another word, the value which is created by problem-free communication with the consumer, service interactions, monitoring the transaction between consumer and retailer. Moreover, this interaction between both parties improves the output value of the transaction to the sales at the site of the store. The whole impact of the value-generating to the retailers, make the brand more powerful, as brand awareness, attitude to the product or services of the consumer, associations, intentions to purchase and begin loyalty to the brand by made it automatically.

Consumer willingness to get engaged to a brand can be influenced by viral mobile marketing (Zhang *et al.*, 2016). Viral campaigning of a product from a brand can minimize the cost of being touched in contact with the consumer. The willingness to participate in viral mobile marketing creates the loyalty of the consumer to a brand. This viral mobile marketing has a great impact as a consumer feels more interested to have more content about the product which is more effective marketing than the push advertising policy.

Retailers are more interested to have their own mobile application. The mobile application is more than a reflection of a real sales person. According to (Shankar *et al.*, 2009), the mobile application of a retailer is providing audio, video, text, data, and images which is more than an active salesperson can deliver the information regarding a product or services in a store. The videos of the application are more attractive to have the attention of consumers most.

Every action has an opposite reaction, as well as this mobile marketing has the same. (Kushwaha *et al.*, 2016), research on participant observation, this mobile marketing giving a tremendous opportunity to the retailer but on the other hand, this platform has challenges too. To this platform, there is some certain user because it is the technological platform, where everyone is not tech-friendly especially the older people who used to buy things from the store. (Shankar *et al.*, 2009) however, the small screen and front of the text may interface for the older people. They have a privacy issue, also the virtual environment and real-life store environment are two different things to understand the real service or the product. Furthermore, to take the consideration of the older people in the same platform, the retailer should think about the environment of mobile marketing from the perspective of a real-life store environment.

Researchers elaborated (Nkpurukwe *et al.*, 2020) that, mobile shopper consumers always looking for a new product or more information about a brand that they are obsessed too. This variety of information regarding the retail product only can be found easily be at home or office on a mobile platform otherwise consumers must go on-site of the store. According to the (Shankar *et al.*, 2009), this activeness of consumer, make them do a shopping list, use the search engine, looking for the right product, comparing the brand product, purchasing items, comparing the price of the other brands, and including the post purchasing activities where they will recommend other to shop from the same brand sites.

To engage more customers in mobile marketing, satisfying the consumer needs is the main task for the retailer (Lamarre *et al.*, 2021). To know the attitude, behaviors, acceptance mood, the difference across segments with regard to mobile marketing, make the retailer more focused to practice this marketing strategy. This marketing platform must maintain as there are mobile applications, website creation, regular maintaining, mobile emailing, advertising through social media, mobile customer service, and maintaining social media network management.

Here this mobile marketing has some advantages to the retail industry, but it creates some competition field too (Tarute *et al.*, 2017). This mobile marketing activity gives the retailer heightened competition. By using a mobile device, they can easily compare the prices, quantity, and services. They can go for the cheaper one and it can make a company strategy failed. Moreover, mobile couponing is a great weapon to give competition. The retailer can give the mobile coupon who has opted-in when the consumer is in nearby the hot targeted zone. By having the coupon consumer can go and purchase the items and improve the loyalty to the brand. This scenario can be the opposite too if the competitor brand is providing the same offer of the coupon.

There is a number of reason that retailer should adopt the mobile marketing strategies. This mobile marketing is growing so fast with a new update daily. All the methods of communication between the retailer and consumer will be from more well designs compare to before. From many researcher's points of view, there is still some limitation to understand the importance of having in practice this mobile marketing (Aaker *et al.*,2004).

The retailer should focus on the interaction between online and in-store marketing teams. On the other hand, there is a lack of finding the best way to connect to the consumer for a better conversation. Additionally, they have to find out the appropriate way to allocate the cost to spend to use different mobile marketing vehicles more efficiently. In Bangladesh, people love to communicate with the service provider or with the retailer. By communicating with a retailer make them more comfortable and reliable to purchase the product or services. Where retailers can highlight the law of consumer rights in their sits that has been established by the government so that people can purchase without having any doubt. Discussed above all the theories support the study to realize the connection of mobile phone marketing and retailer combination as it creates the market for the consumers.

2. MOBILE MARKETING IN BANGLADESH

Bangladesh is in the 5th position in the term of the mobile market in the Asia Pacific. In Bangladesh, the number of mobile phone users is more than 165.57 million till 2019. Here, there is a great potential economy for any business mostly for the retailer industry. Retail Trade data was reported at 3,602,839.000 BDT in 2020 (Bangladesh GDP From Wholesale and Retail Trade, 2021). This country has a huge field of retailing as there is a huge demand for the retail product due to having a vast population.

Escalation use of mobile phone adoption and handiness use of internet has made this mobile marketing recent years unique for the marketers as well as for consumers. The massiveness of this marketing procedure is on top of the demand just because people are showing positive interest in this policy (Beauvisage & Mellet, 2020). The last two decades are the golden period where substantial growth of the internet has become a part of individual daily life.

However, it has changed the whole process of banking, communications, entertainment, treatment, education, and the most important marketing strategies for every type of company (Rayed Barkat, 2018). Besides this, the use of mobile technology is so low compared to the developing countries. Like other developed countries, Bangladesh has not adopted the mobile marketing policy that much efficiently.

In Bangladesh, 18% of people have a smartphone, were between the age of 15 to 65 has 74% is the population who have ownership of a mobile device (LIRNEasia 2018). The rapid evolution of the internet has made a deep remarkable impact on Bangladesh. According to the report ("Bangladesh: internet penetration rate 2019 | Statista", 2021) in 2019, 13% of the population came into the across to use the internet where was only 3.7% in 2010. This rapid growth of using the internet made a tremendous scope for the strategy's makers.

By using this facility, some trending companies are ruling the market where they are few in numbers. The trending company is Daraz, eValy, bikroy.com, foodpanda, Chaldal.com and so on. The handiness of mobile device makes these stairgates worthy as its saves time for consumer and cost-minimizing for retailers (Majedul Huq, 2015). This is the reason; the initial stage of those companies is getting the response from consumers very noticeably. However, 18% of people are

holding smartphones and 74% are the owner of a mobile phone according to the report, only 2.9 million people do mobile shopping. Additionally, this number is not a regular shopper, only 1.6 million people do mobile shopping monthly. The report ("Online Shopping Among the Bangladeshi Smartphone Users Lowest in the Asia Pacific - Future Startup", 2021) also mentioned that 23.9 million smartphone users never do mobile shopping. This number is so big among the Asia pacific where Bangladesh is staying in the lowest position in this sector.

There are plenty of reasons why people are backward about mobile marketing. Firstly, having a mobile phone is costly for poor people as 40% of the population do not have enough money to buy a mobile phone. Again, 67% of people do not have any idea about the internet, mostly they are offline users (LIRNEasia 2018). Besides this, the literacy rate is a matter of concern to have the digital service, where the literacy rate is 74.86% till 2019 (Tabassum, 2021). This huge number of people are uneducated and cannot use the mobile phone best to have all the digital facilities (Samuel *et al.*, 2005). Moreover, the rural area people are not that advance to use mobile phone technology because they have a lack technological knowledge.

This paper has chosen man's people over women because there is a fact about the literacy rate, where according to the researcher Tabassum (2021), the rate of literacy of men is 76.67% and women are 71.18%. Also, there are some issues regarding women's independence. They are not much self-depended compared to the men. Two- thirds of Bangladeshi female does not have a bank account to have a financial decision making ("Why Most Bangladeshi Women Still Don't Have a Bank Account", 2021). Lacking interest and do not have sufficient given wages for their work are responsible to do not have a bank account. Besides that, the bank account ownership of women has risen to 36% till 2014 where men's number is 65%. Though, some women have both the education and enough income too.

Next, to do mobile shopping there is a requirement about the online transaction. While the team online transactions come, it required a bank account. Two-thirds of Bangladeshi women do not have a bank account to have financial decision-making. This issue makes the women disinterested in mobile shopping.

There is a common tradition to deal with cash in Bangladesh. Moreover, online banking has not been adopted very willingly among the women of Bangladesh compared to men people. The flexibility of getting a bank account and taking a credit card or debit card is not that much

smooth in Bangladesh. According to the City Bank officials, Bangladesh at present has around 600,000 credit card users. Here in Bangladesh has a great potential market as the card ability is approximately more than 5.5 million (<http://www.thefinancialexpress-bd.com/>). Additionally, there are some obstacles to online banking, special for the urban area. Where we cannot forget the huge number of populations who lives in the urban area where all the facility of having mobile marketing and online shopping is available for the people of the capital and big cities only. Additionally, the rural areas have some limitations of having internet and online transaction issues. Whatever the lack of interest of the retailers is also responsible for not taking the people of the rural area in the consideration of mobile marketing. However, the men's people of Bangladesh have a special kind of attraction toward mobile shopping. They found it interesting and easy as compared to the women, and men are more device friendly and online transition habituated.

There are few literates on this topic in the context of Bangladesh. The author has taken the reference from the international journal as there are insufficient papers. So, this paper is going to provide such knowledge about the consumer purchasing engagement towards mobile shopping in Bangladesh. This paper will provide some knowledge to future researchers.

Like other counties, Bangladeshi people are also getting influenced by mobile marketing. But the number of these consumers is very limited as there are some limitations. On the other side, retailers of Bangladesh have changed their minds about marketing strategy converted into mobile marketing, but this effort is less compared to the other developed countries (Shareef *et al.*, 2017).

3. RESEARCH METHODOLOGY

To have the answer to the research question, the author considered the quantitative descriptive method as it helps to generate knowledge about an observation of phenomena or occurrences affecting individuals which can give an overview understanding of the social world (Dubois & Gibbert, 2010). The main purpose of this thesis is to find out the role of mobile marketing on consumer purchasing engagement in the retail industry.

This method is chosen as people's thoughts over mobile marketing can be varied from person to person, this quantitative method will give numerical data through this survey which will be more depth and accurate results about this phenomenon. To evaluate the developed theories about mobile marketing, dominating behaviour over the men people, a quantitative method is appropriate for this research. Moreover, the influencing power of these marketing strategies had given a clear scenario as this method carries different charts and tables. Next, this chapter will be continued with research design and data collection.

3.1. Research Design

The author had arranged an online questionnaire with the help of Google form which conducts with mobile phone user who uses the mobile marketing tools for shopping in Bangladesh. Below is the author's conceptual framework, where the author has designed the framework based on the theories, and concepts that the author has introduced in the theoretical chapter. The author also

considered the knowledge gap about the mobile marketing in Bangladesh.

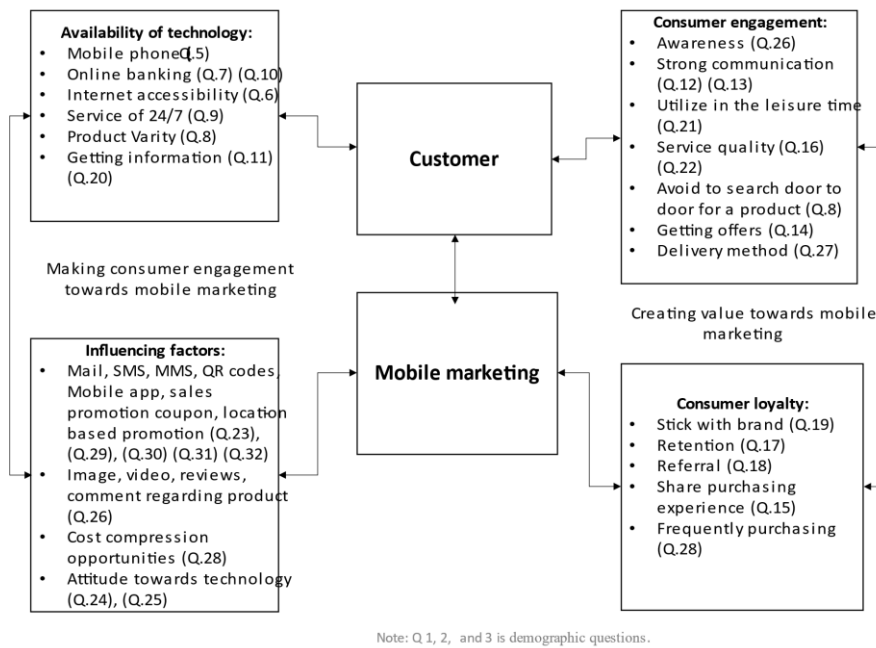


Figure 4: Conceptual framework

Source: Jedni Jerin (2021)

Considering the above literature, the author has proposed this framework. Where main four sectors have been derived in this framework. This framework has been made by considering the engagement, acceptance, and attitude of consumer behavior which has been discussed in the literature review section.

According to the researcher, (Arumugam *et al.*, 2015) brand loyalty by the consumer can be achieved if the marketers provide information regarding the product, content access, content sharing, a personal attachment to has a remarkable effect on more engagement to the mobile marketing. Consumer engagement has a circle where every attribute is connected to each other. Considering this connection, more engagement can be made by the service provider (Acuna, 2021).

However, quantitative methods help the researcher to have more depth and meaningful full results to achieve the research aim. The author trust that the answer to the survey will give a better thought of the role of mobile marketing on consumer purchasing engagement behavior.

3.2. Sample design and data collection

The total number of mobile phone users has reached 165.615 million in Bangladesh at the end of January 2020. This is a huge number for a limited-time survey for the author, so the author has selected the purposive sampling under the non-probability sampling (Frey, n.d.). The author is pertinent to get a sample of around 151 men responses who use a mobile device. The author has selected Dhaka city as a research area, and the survey has conducted from 16 of April 2021 to 20 of April 2021.

This paper has collected data from the source primary and secondary. Primary data has collected from the survey and secondary data has collected from the literature review. Moreover, all the participants will be mobile phone users from Bangladesh. The maximum question has a five-point Likert scale, starting from “strongly agree” to “strongly disagree” to measure the independent variables. Where a demographic question has a nominal scale. On the other hand, the questionnaire will be distributed through the mail and sharing the questionnaire survey link in the social media platform (LinkedIn and Facebook).

The author has tried her highest effort to give the prioritized of her participants and not subject to harm in any way. The author has taken the consent from the participants before the study started where she has given the guaranty to protect the privacy of the participators. However, all the data collected for this research will be confidentially managed. Moreover, all the information and survey has completed by the author with honesty and transparency.

The quantitative method has been used for this research and related theories have been established in the literature review. To have a better outcome, the author considers ontological philosophical assumptions as the survey will reflect the views of many respondents regarding mobile marketing (Pascale, C, 2011). It is all about helping the readers that they will learn and achieve the purpose of this paper.

3.3. Result

Here the outcomes of the survey have been analysed and presented briefly. The main goal of this thesis was to examine the survey from different angles as the author used a set of questionnaires to have the answer to the research questions. To get an accurate answer the author analyzed the answer from the survey by used graphs, and table so that the main influencing

factor of mobile marketing which has changed the shopping behavior of men would be found. All the information was found from the participant's response and the author received her information which helps her to find out the answer. Below all the factors of the survey have analyzed which has some key points and interesting facts to answer the research questions.

The survey got 151 responses in total. First, the three questions are about the demographic questions which is about age, academic qualification, and occupation. The first question is about the age where the option 27- 40 got the highest response from the participants with the percentage of 62% that means the maximum number of participants were young people. Next, the second question is about academic qualifications, the survey showed that most of them was holding bachelor's degree, and the number showed that 46% was in this group. The question of occupation showed that more than half of the participants were job holders, and the percentage is 54%.

The author has set 32 questions and divided them into three sections to have a better observation. All the question is divided into respectively three sectors those are facilities available for mobile shopping, value creation by the consumer to a brand by using mobile marketing and influencing factors that drive the shopping behaviour of the men people in Bangladesh. All the information related to the data collection can be found in the appendix.

Facilities availability for mobile shopping.

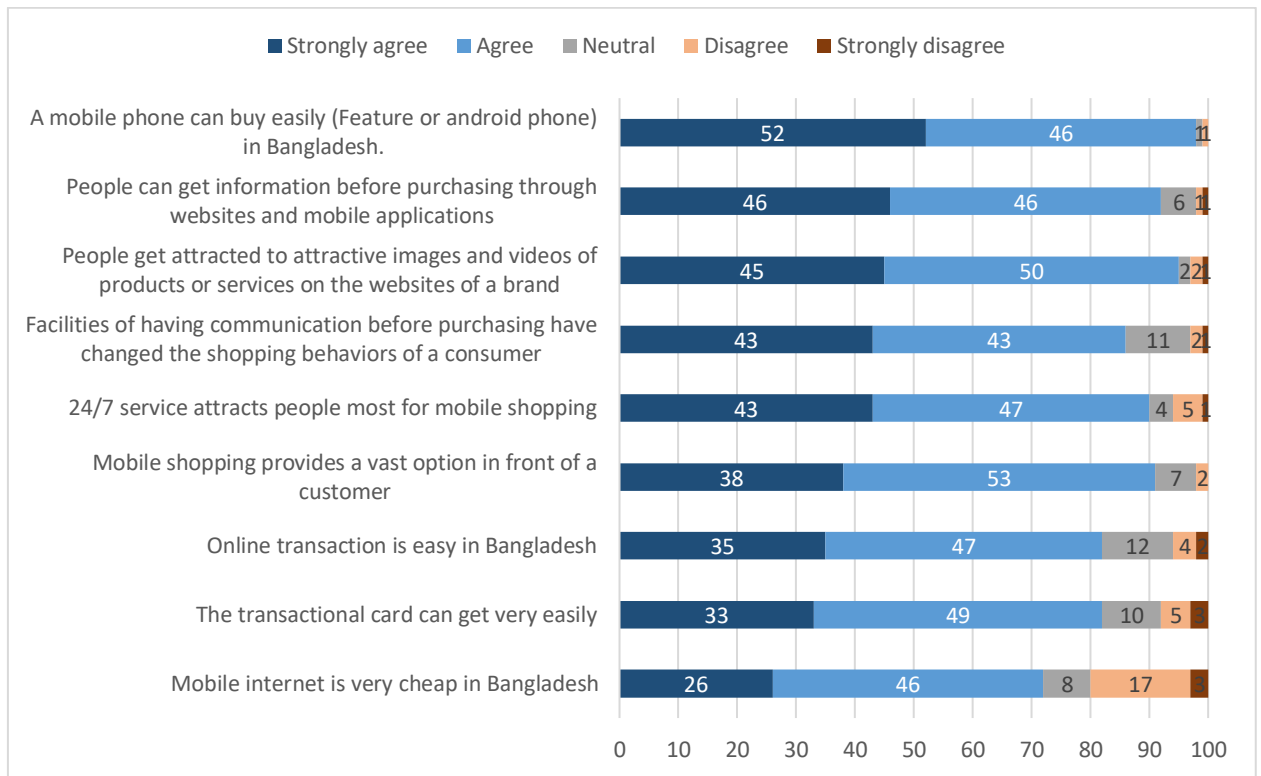


Figure 5: Facilities availability for mobile shopping, %n= 151

Source: Jedni Jerin (2021), author's calculations

Figure 5, it is indicating that the facilities of having mobile shopping are available and peoples are aware of it. As per figure 5, it is showing that mobile phone is very easy to get (98%), the internet is cheap to afford according to the survey as its showing majority of the people are agree with this, but the rest of the people are students who did not agree with this question. Moreover, online transaction is smooth 83% responses agreed with this, where 12% response feels neutral and 6% disagree with this. Additionally, 73% response of the survey goes with the fact that bank cards can be got very easily where 27% disagree with that. Also, the author investigated from figure 5, the most attractive service of mobile marketing like providing a vast option (92%) to the customer as this platform offers 24/7 services, according to the result most of the participant agree with this (90%), where people can get enough information, image, reviews, and comments (95% & 92%) from the previous buyer make them more involved to the mobile shopping. Also, (Moshrefjavadi *et al.*, 2012) to have the opportunities to communicate with the seller is very much influencing to adopt mobile shopping (86%).

From the survey, results about the facilities available for mobile shopping are pretty much clear that people are getting engaged towards mobile shopping as all the facilities are accessible and they are finding it convenient. Here, the author's conceptual framework proves that accessibilities of facilities open the doors to have these marketing strategies for both consumers and retailers. Because, where all facilities are available, and consumer is ready there can be set a business. So, the marketing strategy makers should consider the situation of Bangladesh that its sector is booming at an alarming rate and they can use it is the most.

Value creation by the consumer to a brand by using mobile marketing.

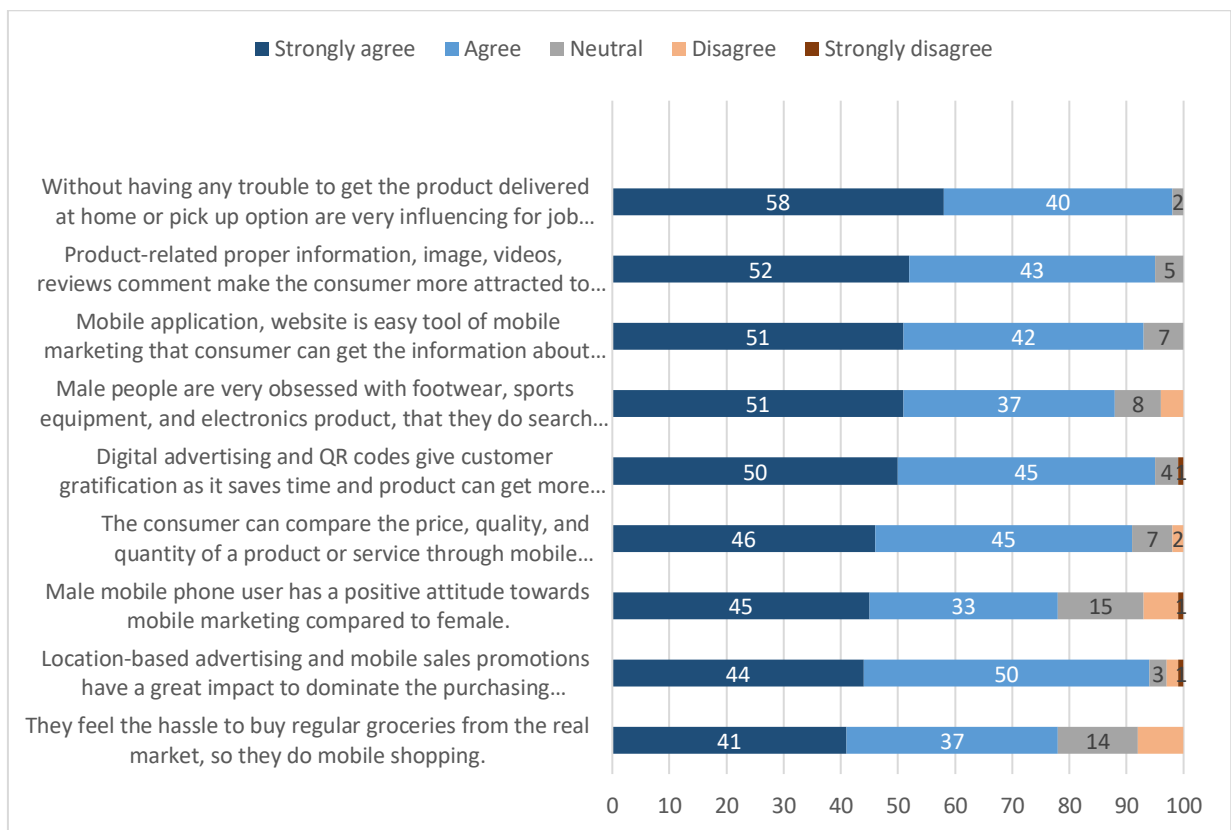


Figure 6: Value creation by consumer to a brand by using mobile marketing. %n= 151

Source: Jedni Jerin (2021), author's calculations

Next, from figure 6 author has collected the data regarding the value creation by the consumer who uses mobile marketing tools, where offers are very interesting to customers as its shows that offer from any brand people get attached very quickly. Where the response of having an offer can make a customer loyal is near to 93% also customized offer got the response of 94%. After that, purchasing experience can make a customer future buyer (96%) where the customized offer

is liked by the participant, they react to this 94% of the participants. Moreover, the recommendation to others (94%) and a group of people who are using mobile shopping tools can influence other purchasing motive got 95% of responses from the participants where it can say that this phenomenon is responsible for making value to a business. On the other hand, most of the participants agree on the importance of service quality. Customer engagement can be more if the customer service is good where the respondents agree with 96 percentage and service quality of communication is a tremendous factor to make value to a business where most of the participant agree with 97% percentage. However, interacting with the customer through SMS and MMS got 78% response, were using mobile shopping tools during free time got a response near 90%. Next, it is indicating that mobile applications, websites, digital advertising, QR codes, and emails are more used and famous attributes of mobile marketing compared to the SMS and MMS tools.

Therefore, data shows that a brand effort to engage customers can be accepted by the customer. Engage more customers in mobile marketing, satisfying the consumer needs is the main task for the retailer (Lamarre *et al.*, 2021). Moreover, according to Aaker (2004), a new customer is more expensive than keeping the previous customer. So, value creation is most important for a retailer where it can be done by given better services, offers, and well-organized sufficient information accessibility for customer. The author's conceptual framework has indicated that making a consumer more loyal to a brand can make more business. These results were expected by the author as she describes the literature according to this loyalty between customer and service providers.

Influencing factors that drive the shopping behavior of the mens of Bangladesh.

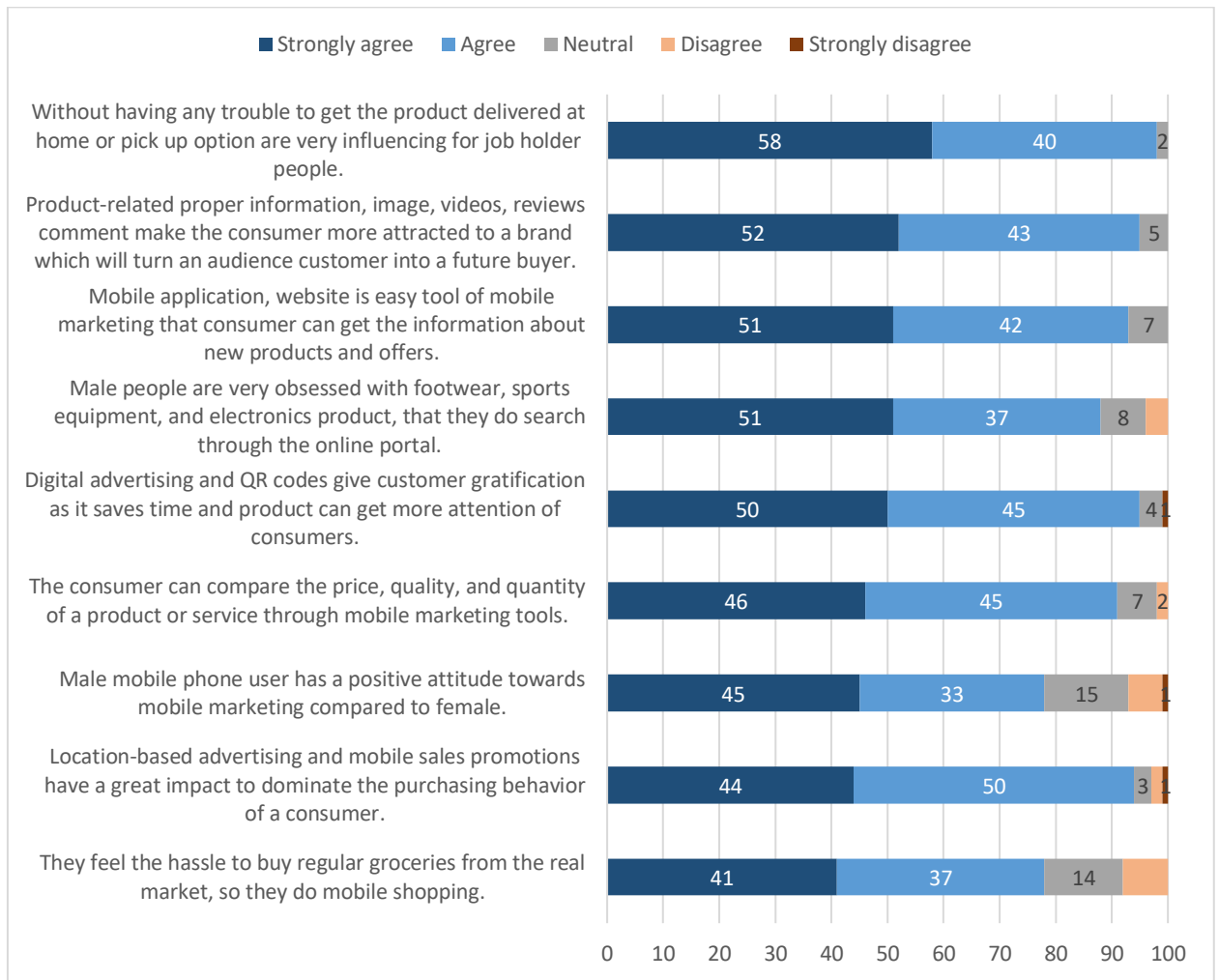


Figure 7: Influencing factors that drive the shopping behavior of the men people of Bangladesh. %n= 151

Source: Jedni Jerin (2021), author's calculations

From figure 7, the author has collected data about the influencing factors that drive shopping behaviour. They are very fond of electronic products, footwear, and sports equipment which is difficult to search from door to door. This factor got 87% of response which means mobile marketing is providing such a scope to find their desire product which makes them closer to mobile shopping. This platform has managed enough so that they can compare the product quality, quantity, and price. This factor also got a 92% positive response from the participant. Moreover, most of the respondent agrees with the facilities that have changed the shopping behavior which is a delivery method, and the response is 97%. On the other hand, people of Bangladesh especially men, are avoiding going to the market they prefer to do mobile shopping

as according to the survey participant's response about 96%. Where men mobile phone user has a positive attitude towards mobile marketing and the response is 78%. Here 22% of participants disagree with this, this disagreement of this portion may be the response of not having trust in mobile marketing, maybe they do not know how to operate it, maybe they feel more comfortable doing live shopping. This is a suggestion for the retailers so that can keep these factors in mind and the strategy more users friendly.

Here the survey included some facts as an inquiry for a product, getting information regarding the product or services, communication with the service provider has changed the shopping behaviour of the men as the data shows like this respectively these factors got response are 97%, 96%, and 92%. Besides that, the attribute of mobile marketing has a great influence on them. Moreover, when a person is habituated with a brand, mobile applications and websites are easy tools for a consumer so that they can get the information about new product and offers as the survey results show 95% people positively agree on it.

By seeing digital advertising from various social media platforms people click on the web pages of products. This digital advertising is the key to success for mobile marketing as it's more famous than any other tool of mobile marketing. On the other hand, QR code gives customer gratification as it saves time and can work offline, but digital advertising needs internet connection. However, these two main factors got 94% of the response. Location-based advertising and mobile sales promotions have a great role to dominate the purchasing behavior of a consumer as shown in the survey result and this question got 94% of the response.

From figure 7, the overall result shows that the survey question comes like mobile marketing has starting to grab people's attention very successfully according to the author conceptual framework. People are eagerly waiting to have the mobile shopping surrounded environment all over the country. Additionally, observing the data it seems like that marketing strategies policymakers should spread this marketing more to the mobile phone user.

Although, after observing the survey result by the author, it is found that more than 90% of the participants believe mobile marketing has a great role to changes the purchasing behaviour of men's people. From figure 7, men have a special attraction towards mobile shopping. From the survey, it is also showing that all facilities for mobile marketing are available, where people want to use mobile marketing tools. The value creation by consumers which beneficial for retailers

but, while consumers making the value consumer got some offers which make them closer to a brand which can be called engagement. In the outcome of the quantitative method, the survey result shows that the whole mobile marketing policy is changing people's perception of traditional shopping. They find it convenient and interesting which makes them more engaged in this mobile marketing.

CONCLUSION

Mobile phones are now the future world. Soon business will be completely digitized. To have success in any business there is no less important to have a good marketing strategy. As of now, traditional marketing goes old strategies where digital marketing is the latest version of marketing which works with high efficiency. Besides this, the retail industry is in a good position in Bangladesh. But only a few industries are using mobile marketing as marketing strategies. It is all happening just because half of the people are aged, having transaction issues, poverty, internet coverage issue, literacy rate, lack of promotion from the retailer's sides, and lack of real-life data to understand the actual scenario. On the other hand, a big part of consumers is ready to accept this mobile marketing. As mobile phones are affordable where computers and tabs are luxuries for people in rural areas.

All the question of the survey has come out as the conceptual framework (Figure 4) has portrayed. The availability of the technology can make the consumer inspired to adopt this platform (Gao *et al.*, 2010). The facility of online banking is very important, it makes people do purchase international products as well as national products without going physically in a store. Push advertising is less wanted than pull advertising as the survey shown that mobile applications and websites are more famous than SMS and MMS advertising (Tsang, *et al.*, 2004). Location-based promotion and sales promotion coupon is very attractive for the respondents. The attitude for technology is much responsible for more attraction, maximum participants agree on it. Service quality can make more engagement as a consumer can find it easy and convenient (Shankar *et al.*, 2009) also the figure 4 shows that communication between consumers and retailers can make a great bond. Additionally, keeping update the consumer by sending content, providing information about products or services makes a consumer closer to a brand which makes a consumer loyal to the company after a certain time (Trifts & Häubl, 2003).

As the conceptual framework structured by reviewing the related research paper and the result completely fit the author's conceptual framework as most of the questions of the survey got a positive response. After completing the study, the author comes out with some finding's followings are,

Findings: Maximum Respondent is agreed that mobile device is cheap, and internet can be afforded. The transaction method and getting a bank card are easy compared to before. Where students feel the reverse as they have some financial issue. Respondents like to see more options through mobile for 24/7; they like to have more information before purchasing as well as after purchasing.

Respondents like to have customized offers and quality of good services. It is found that the number of respondents agrees that sharing the purchasing experience can make other people affected. It is seen from the discussion that people do mobile shopping in their free time which makes more engagement. Respondents like pull advertising as they like mobile applications and website-based advertising.

The study showed up that delivery method, searching option, technological facts attract the male people most. The result exposed from the study that respondents do not feel difficulties to go live shopping 22% people agree with this, so respondents are not fully dependent on mobile shopping. It can say that the respondents are positive about this mobile shopping as there was a thought that there are some obstacles, but it is showing opposite pictures now.

The paper aimed to investigate the role that mobile marketing plays in changing the purchasing behavior towards the retail industry. All the questions of the research were gained from the online survey.

1.What facilities have changed the consumer settled behaviours of purchasing by mobile shopping?

They are accepting this method of shopping as there are some facilities available. From the help of the survey, it can notice that the availability of facilities regarding mobile marketing has changed the perception of the people from Bangladesh. Buying a mobile phone is cheap, where offline marketing can be done. On the other hand, the cheaper rate of mobile internet is another facility that makes people more attracted for mobile marketing accepts SMS and MMS advertising. The amazing opportunity to have information before purchasing and delivery method with 24/7 service is the main attraction that has changed the shopping behaviour of a buyer. Moreover, some technical issues have recovered as the results say that transaction online is smooth and easy which makes online purchasing mood more interesting.

Here the interesting facts are that living in a poverty line respondent think mobile phone is cheap and internet price is affordable. Here it shows that how much people are interested as they are ignoring the price just to have better service. Also, there are a limited number of users of credit and debit card (LIRNEasia 2018). The respondent reacts with positivity as most of our participants were job holders or businessmen as they are financially solvent.

2. What value can be created by using mobile marketing by the consumer for a brand?

Value creation by a consumer to a brand is one kind of engagement. Giving customized offers or in general, offers makes the consumer buy in the mood. Moreover, excellent customer service makes the customer satisfied before, during, and after purchasing. After, having a satisfying purchasing experience that consumers can recommend others and can influence some others purchasing behaviors which can notice from the survey and the average positive response is up to 90%. That is the way a consumer became a loyal consumer to a brand which creates value to a business. The consumer makes themselves busy with a brand during their free time. So, the value creation of a brand can be done by a consumer. Finally, this phenomenon has changed the shopping behaviors of men people.

The new fact about this research question is a branch of people can change other shopping behaviors, as there is a trend of video blogging, putting reviews, and rating a product. This factor has a great power to change someone's motives. People use their free time by roaming on various websites or applications in their leisure time.

3. What are the main factors that are influencing men consumer's shopping behaviours?

This paper was about to examine men's people's behavior towards mobile marketing. So, figure 7 was carrying the questions regarding this question, and the survey has shown that people have a positive attitude towards mobile marketing. Where they have a special kind of attitude towards some product which they can find online. Basically, people accepting this mobile marketing as this platform provides information that helps a consumer to make the decision when to buy or how many to buy. To have this information they do not need to go outside, they can do this without leaving the office or home. This whole process has become so easy to operate by the consumer as the policymakers of the retail industries have launched mobile applications,

websites, digital advertising, and QR codes. These all attributes of mobile marketing have been accepted by the people of Bangladesh as the average positive response is 90%.

People are obtaining faith in mobile shopping as they try to look for their special product, they feel it easy, and hassle-free. QR code, SMS, MMS, location-based offer, and sales promotions make them feel positive for this strategy.

Above the three-sub question has given the main research question that how the mobile marketing is successfully influencing consumers towards retail industries.

Finally, the author wants to suggest to the retailers that the field for business in this country is so big where all the facilities are available, people are waiting to receive this as the mobile phone is so handy compared to computers and tabs. They just need to make mobile-friendly websites and applications, easy and understanding content for every type of consumer, and digital advertising through social media platforms. However, the chapter “In Bangladesh the mobile marketing” has carried the information about internet users, so the retailer can do more offline marketing as text marketing, can make QR codes, coupon-based sales promotions offer, and so on. People would be more engaged if the environment of mobile marketing can ensure that it is safe when it comes to each transaction and permission-based advertising. For ruler people, policymakers should focus more on offline marketing so the internet issue cannot come in between mobile marketing. All the questions from the survey reflect that this is high time to expand the policy so that the business can get its highest profit.

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APPENDICES

Appendix 1. Online Questionnaire Table.

QUESTIONS	% OF RESPONDENTS
Demographic Question	
Age?	
16-26	19%
27-40	62%
41-49	15%
50 and above	4%
Academic Qualifications?	
High School	11%
Bachelor's degree	46%
Master's degree	36%
Ph.D	7%
Your occupation?	
Student	21%
Job holder	54%
Businessman	18%
Rather not say	7%
Facilities availability for mobile shopping	
A mobile phone can buy easily (Feature or android phone) in Bangladesh.	
Strongly agree	52%
Agree	46%
Neutral	1%
Disagree	1%
Strongly Disagree	0%
Mobile internet is very cheap in Bangladesh.	
Strongly agree	27%
Agree	46%
Neutral	8%
Disagree	17%

Strongly Disagree	3%
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The transactional card can get very easily.

Strongly agree	34%
Agree	49%
Neutral	10%
Disagree	4%
Strongly Disagree	3%

Mobile shopping provides a vast option in front of a customer.

Strongly agree	38%
Agree	53%
Neutral	7%
Disagree	2%
Strongly Disagree	0%

24/7 service attracts people most for mobile shopping.

Strongly agree	44%
Agree	46%
Neutral	4%
Disagree	6%
Strongly Disagree	0%

Online transaction is easy in Bangladesh.

Strongly agree	35%
Agree	47%
Neutral	12%
Disagree	4%
Strongly Disagree	2%

People get attracted to attractive images and videos of products or services on the websites of a brand.

strongly agree	45%
Agree	50%
Neutral	3%
Disagree	2%
Strongly Disagree	0%

People can get information before purchasing through websites and mobile applications.

strongly agree	46%
Agree	46%

Neutral	7%
Disagree	1%
Strongly Disagree	0%

Facilities of having communication before purchasing have changed the shopping behaviors of a consumer.

strongly agree	43%
Agree	44%
Neutral	11%
Disagree	2%
Strongly Disagree	0%

Value creation by the consumer to a brand by using mobile marketing

Providing customer offers can create value for a brand.

Strongly agree	44%
Agree	49%
Neutral	7%
Disagree	0%
Strongly Disagree	0%

First successful purchasing experience makes a consumer further buyer.

Strongly agree	57%
Agree	37%
Neutral	6%
Disagree	0%
Strongly Disagree	0%

Great customer service can make a consumer more engage with a brand.

Strongly agree	52%
Agree	44%
Neutral	4%
Disagree	0%
Strongly Disagree	0%

Helping to connect the existing friends or new communities to a brand can make value to a company.

Strongly agree	48%
Agree	46%
Neutral	5%
Disagree	1%
Strongly Disagree	0%

A group of people that use mobile marketing tools for shopping can influence others purchasing intentions.	
Strongly agree	44%
Agree	46%
Neutral	6%
Disagree	4%
Strongly Disagree	0%
Customized offers to the specific consumer can make a consumer more loyal to a brand.	
Strongly agree	45%
Agree	49%
Neutral	6%
Disagree	0%
Strongly Disagree	0%
From consumer's more curiosity, they search for more information regarding the brand which can make the consumer more loyal to a brand.	
strongly agree	43%
Agree	50%
Neutral	7%
Disagree	0%
Strongly Disagree	0%
In the free time (festival, holidays, free time, and when someone is bored) consumers use the most of mobile shopping tools.	
strongly agree	43%
Agree	47%
Neutral	8%
Disagree	2%
Strongly Disagree	0%
More interaction between client and service provider makes the service quality better for a brand.	
strongly agree	48%
Agree	48%
Neutral	4%
Disagree	0%
Strongly Disagree	0%
Sending SMS and MMS is a better way to interact with customers to engage with a brand.	
strongly agree	40%
Agree	39%

Neutral	11%
Disagree	7%
Strongly Disagree	3%

Influencing factors that drive the shopping behavior of the men people of Bangladesh

Men's people are very obsessed with footwear, sports equipment, and electronics product, that they do search through the online portal.

Strongly agree	51%
Agree	37%
Neutral	8%
Disagree	4%
Strongly Disagree	0%

Men's mobile phone user has a positive attitude towards mobile marketing compared to female.

Strongly agree	45%
Agree	33%
Neutral	15%
Disagree	6%
Strongly Disagree	1%

They feel the hassle to buy regular groceries from the real market, so they do mobile shopping.

Strongly agree	41%
Agree	37%
Neutral	14%
Disagree	8%
Strongly Disagree	0%

The consumer can compare the price, quality, and quantity of a product or service through mobile marketing tools.

Strongly agree	46%
Agree	45%
Neutral	7%
Disagree	2%
Strongly Disagree	0%

Product-related proper information, image, videos, reviews comment make the consumer more attracted to a brand which will turn an audience customer into a future buyer.

Strongly agree	52%
Agree	43%
Neutral	5%

Disagree	0%
Strongly Disagree	0%

Without having any trouble to get the product delivered at home or pick up option are very influencing for job holder people.

Strongly agree	58%
Agree	40%
Neutral	2%
Disagree	0%
Strongly Disagree	0%

Mobile application, website is easy tool of mobile marketing that consumer can get the information about new products and offers.

strongly agree	51%
Agree	42%
Neutral	7%
Disagree	0%
Strongly Disagree	0%

Digital advertising and QR codes give customer gratification as it saves time and product can get more attention of consumers.

strongly agree	50%
Agree	45%
Neutral	4%
Disagree	0%
Strongly Disagree	1%

Location-based advertising and mobile sales promotions have a great impact to dominate the purchasing behavior of a consumer.

strongly agree	44%
Agree	50%
Neutral	3%
Disagree	2%
Strongly Disagree	1%

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