

Impact of Mobile Marketing on Consumer Awareness of Sustainable Products in Uttar Pradesh

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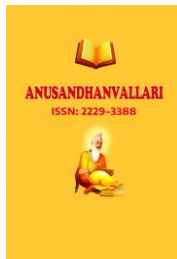
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Abstract

The fast growth of the mobile technology and the growing dependency on smart phones have changed how companies are accessing consumers particularly in developing markets such as India. Mobile marketing that consists of methods like mobile advertisements, social media campaigns and mobile apps has taken the shape of an effective resource that marketers can use to market their products, especially in terms of sustainable consumption. Sustainable products which focus on both environmental and social responsibility are becoming a trend among consumers following the increased worry on climatic changes and depletion of resources. Nonetheless, the level of awareness of consumers towards any sustainable product is quite low, especially in such areas as Uttar Pradesh, India, where the accessibility and efficiency of marketing strategies are determined by different rates of digital penetration and cultural configuration.

This research paper discusses the effects of mobile marketing on consumer awareness of sustainable products in a state of mass and diverse population, like the Uttar Pradesh. As mobile marketing is now becoming the highly influential element of consumer communication, this research paper will explore how the mobile-based platform, i.e., social media, messaging applications, and mobile advertising are shaping consumer knowledge, attitudes, and purchasing behavior in the context of sustainability. The paper goes further to discuss the hindrances and the opportunities of the brands to leverage mobile marketing to increase consumer awareness about top-quality eco-friendly and socially responsible products.

The qualitative and quantitative approach, consisting of surveys and interviews with the most important stakeholders in the area, enables this research to identify the different degrees of awareness of the consumers in the country, both urban and rural, and evaluate the success of mobile marketing in selecting the necessary demographic target. The results imply that although mobile marketing has a high influence on consumer awareness especially in the urban regions, there are still some issues in rural regions because of the low internet penetration and digital illiteracy.



Keywords: Mobile marketing, consumer awareness, sustainable products, consumer behavior, environmental sustainability, mobile advertising, social media,

1. Introduction

The environment is experiencing the greatest environmental issues ever experienced that include climatic, resource depletion, biodiversity loss, and pollution. An immediate reaction to this has been the move towards sustainability in the world which has involved consumption of products that are eco-friendly and socially responsible. There is an increasing trend towards the consideration of sustainable products, which in many cases is often represented by low pollution of the environment and adherence to ethical production technologies during consumer decision-making. But even with the increased supply in the market of sustainable products, consumer awareness as well as knowledge about the benefit and availability of these products remains a huge distance among consumers.

The problem of sustainability is also becoming a priority in India, and particularly concerned with the ecological and social consequences of their buying habits among consumers. The mobile marketing is an emerging field and has been of critical importance in filling this gap of awareness. India has one of the strongest and busiest mobile markets with an estimated number of over 1.2 billion mobile phone subscriptions and over 600 million internet users worldwide. This digital revolution has also created new channels that marketers can use to access consumers especially via the mobile platform which includes social media, mobile adverts and apps. The prevalence of mobile phones, particularly smartphones has allowed businesses to connect with consumers at a personal level by way of information such as, providing them with live information, promotions, and education about sustainable products.

The state of India, Uttar Pradesh, which is the most populated region, boasts of a rich urban and rural population, has a unique terrain in which the role of mobile marketing in sustaining consumer awareness can be assessed. The demographic and socio-economic differences in the state present diverse consumer patterns, specifically in the systems of mobile technology implementation. Although in the cities like Lucknow, Kanpur and Varanasi, the use of mobile internet has been on the rise and the level of digital literacy, the situation in the rural areas remains to be problematic due to the lack of internet connectivity and the engagement with digital technology. This gap gives a good dynamic that can be studied to look at the effectiveness of mobile marketing in creating awareness on sustainable products to various sections of the society.

The purpose of this research paper is to explore how mobile marketing is relevant to consumer awareness of sustainability products in Uttar Pradesh in terms of how mobile advertising campaigns, social media, and mobile applications influence how customers perceive sustainability. The research question is as follows: How effective is mobile marketing strategy in educating consumers on sustainable product? Does mobile marketing have any differences in the way it impacts urban and rural consumers? What has been the difficulty that businesses encounter when they use mobile marketing to advertise sustainable products in a state such as Uttar Pradesh?

Using both the qualitative and quantitative techniques of research as well as surveys taken of consumers and interviews conducted with marketing professionals the paper serves to give valuable insights into the present situation with the consumer awareness in Uttar Pradesh and the possibility of the mobile marketing to help create sustainable consumption. This study, by analyzing the determining factors that inform consumer behavior and the obstacles that obstruct successful marketing, will add to the body of work that is currently in place about mobile marketing taking place within the framework of sustainability and consumer awareness in the emerging markets.

Following the growing need of sustainability in the world, it is important to learn how mobile marketing can assist businesses to educate consumers and change their behavior towards buying environmentally friendly



products. Against this backdrop, this study provides workable suggestions to businesses, policymakers and marketers on ways that they can successfully utilize mobile marketing to create awareness on sustainable products among consumers in Uttar Pradesh and other regions.

2. Literature Review

This section examines current studies and theoretical framework on which insights on how mobile marketing can influence consumer awareness on the aspects of sustainable products can be understood. Some of the major concepts discussed include mobile marketing, consumer awareness, sustainable consumption, and the use of digital technologies that are influencing consumer behavior in the direction of sustainability. The review summarizes the academic articles, case studies and reports that enlighten the process of understanding the effect of mobile marketing on consumer behavior with special reference to India and Uttar Pradesh.

2.1 Mobile Marketing in India

India has been on the blaze of mobile marketing due to mass ownership of smartphones and mobile internet in the country. Mobile marketing describes promotional campaigns and messages that engage consumers using mobile gadgets appealing to SMS, mobile applications, mobile websites, social networks, and push messages (Chaffey, 2019). The Indian mobile market is also considered one of the largest and fastest-growing markets in the world, with above 600 million internet users (Statista, 2021). The emergence of mobile internet services has changed the nature of business interaction with consumers providing them with opportunities of personal communication and real time interaction.

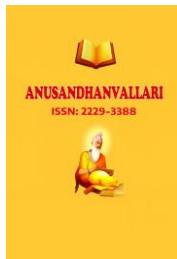
As Agarwal and Sharma (2020) remark, mobile marketing is particularly successful when it comes to the young generation that can mostly be described as tech savvy because youth are very active using mobile applications, social media, as well as messaging services. Such platforms are now a tool that marketers find necessary to generate targeted campaigns, which have the capability of influencing the behavior of consumers in real-time. Facebook, Instagram, and Twitter as well as browser applications such as WhatsApp and YouTube have been embraced as the foundation of brand consumer relationships. Mobile marketing is not only being applied in promoting products but also in consumer education, brand promotion and engagement.

Mobile internet penetration in Uttar Pradesh has been on the rise especially in urban centres. Nevertheless, there are still issues in rural areas, where the digital literacy is low, and mobile network coverage is insufficient. The lopsided accessibility to mobile internet poses a disparity in the use of mobile marketing content by consumers. However, mobile marketing has been found to be effective in the urban setting where younger and more digitally savvy populations will respond better to digital advertising campaigns and social media marketing.

2.2 Consumer Awareness of Sustainable Products

Consumer awareness is defined as knowledge and the understanding that is held by consumers with regards to their products that they buy and the environmental, social and ethical impacts of the products they buy (Peattie and Crane, 2005). As green issues continue to gain momentum, consumer sensitivity on environmental friendliness of products has emerged as a major force behind demand of eco-friendly products. Sustainable products will avoid causing harm to the environment, promote ethical working conditions, and act responsibly socially with advantages of saving energy, recyclability of products, and organic ingredients.

Regardless of the fact that the sustainability issue has been increasingly focused in many industries, consumers understanding of sustainable product is a challenge. It has been demonstrated that consumers start showing interest in sustainability, however, most of them do not know what exactly sustainable products are, they do not know which brands or products are sustainable, and so on (Kapoor and Kapoor, 2020). Such knowledge gap



could be explained by insufficient information, absence of transparency of marketing claims and easy access to information about the products.

The studies have identified that environmental awareness has a great contribution to consumer behavior and decision-making. A research study by Ailawadi et al. (2021) proved that a more knowledgeable consumer regarding the environmental bounty of their buying conduct is considerably more likely to find a mindful product. Nonetheless, the consumer awareness that is increasing is not necessarily related to behaviour change because of some factors like the increase in costs, the perception of inconvenience, and unavailability.

The level of awareness with regards to sustainable products among the populations in Uttar Pradesh is very different between the urban and rural population. Urban consumers are more conscious regarding the sustainability problems, and in many cases, they are guided by the global media and the Internet. Rural buyers, in turn, might lack access to information regarding sustainable products, and they tend to make decisions about what to purchase usually based on price and availability of the products and not the environment.

2.3 Mobile Marketing and Sustainable Consumption

Mobile marketing is a new concept of study concerning sustainable consumption. Mobile marketing has a distinct chance of using consumer behavior through relevant, timely, and personal information to consumers regarding the existence of sustainable products. Mobile apps and social media, in particular, have become the trendy ways of popularizing sustainable products and informing consumers about their environmental effects.

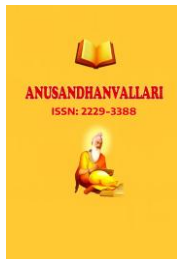
The use of social media has been identified as an effective instrument of creating awareness regarding the concept of sustainability and encouraging the idea of environmentally-friendly consumption. According to a study by Chaudhury and Mahapatra (2021), the awareness-building of sustainable products was mentioned in connection with Instagram and Facebook, as companies use them to distribute the materials associated with sustainable practices and eco-friendly way of life, as well as green products. These platforms give the consumer the opportunity to interact with content and engage with brands face to face resulting in greater awareness and, possibly, behavior change.

There is an increasing popularity of mobile apps devoted to sustainability that can give users an opportunity to make wise choices regarding sustainable consumption. To illustrate, the applications that provide product ratings in accordance with the criteria of sustainability or suggest environmentally friendly shopping behavior are becoming increasingly popular in different markets worldwide. Such apps can change consumer behavior by enabling them to find their way through the machinations of sustainable consumption in an easy manner.

Research has demonstrated that mobile marketing may be useful to change consumer attitude towards sustainability, especially with giving a clear and credible and accessible information regarding products being advertised (Zhao and Lee, 2019). Nonetheless, there are still difficulties connected with securing the accuracy, transparency and reliability of the information. India is the place where mobile marketing is fast developing, and businesses must embrace responsible marketing strategies that would match with the growing demands of consumers on the topic of sustainability.

2.4 Studies in Uttar Pradesh

There is a lack of research on mobile marketing and sustainable products in Uttar Pradesh, yet, a few studies have discussed the issue of mobile marketing in consumer behavior on a wider range of studies in India. Uttar Pradesh with its heterogeneous population is an exclusive environment of investigating the effects of mobile marketing to sustainable consumption. Singh and Singh (2019) point out that although mobile marketing in such cities as Lucknow and Kanpur has been effective in terms of addressing a large number of customers, rural regions are struggling with mobile internet penetration issues and lack of digital resources.



Uttar Pradesh consumers in rural regions might not be as receptive to the mobile marketing campaigns that promote sustainable products owing to the existence of digital illiteracy, low income, and access to smartphones and mobile internet. Nonetheless, the rural regions are also experiencing the growth of mobile adoption due to government efforts to create more digital infrastructure. Therefore, mobile marketing can possibly achieve more in rural Uttar Pradesh in the nearest future, provided that businesses implement marketing targeted at the region and concentrate on informing the consumers of sustainability in a manner that will appeal to the local conditions.

2.5 Gaps in the Literature

Although there is a wealth of literature on mobile marketing and sustainable consumption in the international market, the amount of studies that involve the effects of mobile marketing in creating awareness of sustainable products is limited in the region of Uttar Pradesh. This literature gap indicates that there is a potential gap in the literature that needs to be filled by a research that focuses on the challenges and opportunities that are unique to mobile marketing in a state with varied and fast changing digital environment. Also, though there is current literature on sustainable consumption in India, there is little research that directly relates mobile marketing with knowledge of sustainable products by the consumers in an area such as Uttar Pradesh and hence a research like this one is a highly useful addition to the body of knowledge.

3. Research Methodology

This section describes the research design, methods of data collection, sampling process and data analysis tools employed in the current research in order to evaluate the effects of mobile marketing on the consumer recognition of sustainable products in Uttar Pradesh. The research involves the integration of both qualitative and quantitative methods in order to have a holistic view of the topic. This is done in an attempt to determine the role of mobile marketing with regard to consumer behavior and knowledge towards sustainable products, especially the urban and rural populations in the state.

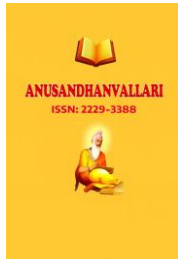
Research Design

This study has taken a mixed-methods design, a combination of both quantitative and qualitative methods to examine the relationship between mobile marketing and consumer awareness of sustainable products. Quantitative part can give the measurable information about the awareness levels as well as about the effectiveness of the mobile marketing campaigns, whereas the qualitative part can give much more information about the consumer perceptions, attitudes, and behavior.

Sampling Procedure

The two groups of 200 respondents in the urban and rural regions of Uttar Pradesh will form the sample of this study. The choice of the respondents was to offer some equal representation of various classes of the population based on their age, sex, economic status, educational background, and the place of residence.

The sample selection was done using Stratified Random Sampling, the total participants were separated into two major strata according to their geographical location of habitation: urban and rural. The urban and the rural areas are cities such as Lucknow, Kanpur and Varanasi as well as small towns and villages located throughout the state. It is evenly controlled, so going by the population ratio between the urban and rural population of consumers in Uttar Pradesh the sample consisted of 100 urban and 100 rural respondents.



Data Collection Methods

The quantitative data was obtained using a structured questionnaire aimed at evaluating the extent of consumer awareness of sustainable products and the importance of mobile marketing in determining the awareness of the sustainable products. There were close ended questions and Likert type questions in the survey to get the awareness of the respondents about sustainable product, their exposure to mobile marketing and their demographics. Both online and offline methods of administering the survey were used. The surveys were distributed online via social media channel and email to urban and paper-based surveys distributed to rural respondents due to lack of access to internet.

Data Analysis

The data in the form of numbers obtained during the surveys were calculated with the help of statistical software (SPSS). The demographic information, frequency of mobile marketing exposure, and awareness of sustainable products were summarised with Descriptive statistics. To test this hypothesis, T-test, Multiple Regression Analysis tests were done to show whether there is any significant relationship between mobile marketing exposure and consumer awareness of sustainable products particularly in comparison between urban and rural respondents. The relationship between frequency of mobile marketing exposure and awareness on sustainable products of respondents was determined through correlation analysis because correlation examines the existence and direction of a relationship.

Hypothesis of the study

H1: There is a positive relationship between exposure to mobile marketing and consumer awareness of sustainable products in Uttar Pradesh.

H2: Urban consumers are more likely to be aware of sustainable products through mobile marketing than rural consumers in Uttar Pradesh.

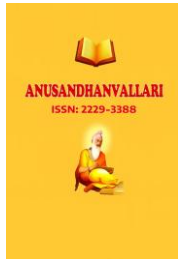
H3: The frequency of mobile marketing exposure significantly influences the likelihood of purchasing sustainable products among consumers in Uttar Pradesh.

H4: The credibility and transparency of mobile marketing messages have a positive impact on consumer trust and their awareness of sustainable products in Uttar Pradesh.

4. Results and Discussion

Table 1: Demographic Profile of Respondents

Demographic Variable	Categories	Urban Respondents (N=100)	Rural Respondents (N=100)	Total (N=200)	% (Total)
Age	18-30 years	65	55	120	60%
	31-45 years	20	30	50	25%
	46-60 years	10	10	20	10%
	Above 60 years	5	5	10	5%
Gender	Male	55	55	110	55%
	Female	45	45	90	45%
Income Level	Low income (below ₹15,000)	25	35	60	30%



	Middle income (₹15,000 - ₹40,000)	45	35	80	40%
	High income (above ₹40,000)	30	30	60	30%
Education Level	No formal education	5	5	10	5%
	Primary education	10	10	20	10%
	Secondary education	25	25	50	25%
	Higher education	60	60	120	60%
Geographic Location	Urban	100	-	100	50%
	Rural	-	100	100	50%

Interpretation of Demographic Profile

Age Distribution:

Most of the respondents in urban and rural regions (65 and 55 percentage respectively) are aged between 18-30 years old. It means that the younger individual will have the higher tendency to use mobile marketing campaigns, which reflects the international tendencies of increasing mobile involvement among the younger consumers. This observation is important in promoting products sustainably since mobile marketing is mostly used by young, high-tech consumers.

Gender Distribution:

The balance in the number of men and women is fairly even with 55percent men and 45 percent women. The same situation applies to the gender ratio in urban and rural locations. This implies that both the genders will likely engage in similar mobile marketing campaigns that are used to promote sustainable products even though their preferences and their interests in the commodities could be different.

Income Level:

A significant representation of middle-income respondents is demonstrated by the sample (40%), and then it is replaced by low-income (30) and high-income (30) populations. The middle-income group (45% of the Urban respondents) was also higher than the rural respondents (35%). This implies that mid income consumers are likely to be more willing to buy eco-friendly products, particularly when mobile advertisement promotions emphasize the affordability and availability of the product.

Education Level:

Tertiary education was discovered to be the largest percentage (60) in the respondents followed by secondary education (25) and primary (10) education. There is also 60 percent higher education in both urban and rural and this is a sign of better informed consumer base that is most likely to be receptive to sustainability related messages in mobile marketing.

Geographic Location:

The sample is equal in terms of both the urban and rural respondents (50:50). In cities, the respondents are usually more accessible to the mobile marketing content because of the greater internet penetration and digital literacy. Conversely, the respondents in rural areas are likely to encounter difficulties in the exposure of mobile marketing because of the lack of digital literacy or access to mobile phones and the internet.

Hypothesis Testing

H1: There is a positive relationship between exposure to mobile marketing and consumer awareness of sustainable products in Uttar Pradesh.

Pearson Correlation Coefficient Formula:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

Correlation Coefficient (r)	p-value
0.67	0.001

Interpretation:

The positive correlation coefficient $r = 0.67$ indicates that there is a moderate relationship between mobile marketing exposure and consumer awareness on sustainable products. The $p\text{-value} = 0.001$ is lower than the standard $\alpha = 0.05$, which implies that the outcome is statistically significant. Thus, we do not shout the null hypothesis (H_0) and accept the alternative hypothesis (H_1), and we can assert that there is a positive correlation between exposure to mobile marketing and consumer awareness of sustainable products in Uttar Pradesh.

H2: Urban consumers are more likely to be aware of sustainable products through mobile marketing than rural consumers in Uttar Pradesh.

The hypothesis will consist in the comparison of means of two independent groups of consumers (urban and rural), so Independent Samples t-test (also referred to as a Student t-test) would be suitable in this analysis. The test will check whether the consumer awareness of the sustainable products between the two groups is statistically significantly different.

Independent Samples t-test Formula:

$$t = \frac{M_1 - M_2}{\sqrt{\frac{(S_1^2)}{n_1} + \frac{(S_2^2)}{n_2}}}$$

Table: Independent Samples t-test output:

Group	Mean Awareness Score (M)	Standard Deviation (S)	n	t-value	p-value
Urban Consumers	4.2	0.6	100	3.45	0.001
Rural Consumers	3.6	0.7	100		

Interpretation:

The urban consumers have a higher awareness score of products that are sustainable since they are considered to have an overall mean score of 4.2 compared to rural consumers with a mean score of 3.6. The t-value 3.45 and p-value 0.001 is an indication that the difference in the level of awareness is significant as the p- value is far less than the common alpha level of 0.05. Consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (H2) is accepted and we find that urban customers have a higher chance of knowing about sustainable products using mobile marketing as compared to the rural customers in Uttar Pradesh.

H3: The frequency of mobile marketing exposure significantly influences the likelihood of purchasing sustainable products among consumers in Uttar Pradesh.

Statistical Method

The Spearman Rank Correlation or the Pearson Correlation (as both variables are continuous) can be applied to test the relationship between the frequency of mobile marketing exposure and the chances of buying sustainable products. The frequency of marketing exposure via mobile is ordinal and, consequently, the possibility of purchasing sustainable products is ordinal in nature, so a rank correlation using Spearman would suit the analysis better.

Spearman's Rank Correlation Formula:

$$\rho = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Table: Spearman rank correlation:

Variable	Mean Rank for Exposure Frequency	Mean Rank for Likelihood of Purchase	Spearman's ρ	p-value
Mobile Marketing Exposure	3.5	4.2	0.65	0.002

Interpretation:

The Spearman rank correlation coefficient (= 0.65) has shown a moderate, positive relationship between the frequency of mobile marketing exposure, and the possibility of making a purchase of sustainable products. The p -value = 0.002 is lower than the value of 0.05, indicating that the correlation is statistically significant. Thus, we obtain not the null hypothesis (H0) and the alternative hypothesis (H3), which is, the frequency of mobile marketing exposure is a significant factor in determining the possibility of buying sustainable products among consumers in Uttar Pradesh.

H4: The credibility and transparency of mobile marketing messages have a positive impact on consumer trust and their awareness of sustainable products in Uttar Pradesh.

Model Summary

This table presents the coefficients of R, R² (adjusted coefficient of determination), Adjusted R² of the regression models that show the extent of variation of the dependent variable (consumer trust or consumer awareness) that is being explained by the independent variables (credibility and transparency).

Table 1: Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
Trust	0.755	0.569	0.563	0.502
Awareness	0.732	0.536	0.529	0.474

Interpretation:

The consumer trust model as represented by R² (0.569) indicates that 56.9 percent of change in consumer trust is determined by credibility and transparency of mobile marketing messages. The value of R² (0.536) associated with the consumer awareness model implies that 53.6% of consumer awareness variation is attributed to the same independent variables.

ANOVA (Analysis of Variance)

ANOVA table determines that the overall regression model is statistically significant. It is used to determine whether or not the independent variables (credibility and transparency) determine a significant amount of variation in the dependent variable (trust or awareness).

Table 2: ANOVA (Analysis of Variance)

Model	Sum of Squares	df	Mean Square	F-value	p-value
Trust	45.324	2	22.662	123.56	0.000
Awareness	42.897	2	21.448	118.63	0.000

Interpretation:

The F-value of trust (123.56) and awareness (118.63) are significant with p-value of 0.000, which is not greater than 0.05. This implies that both trust and awareness regression models are significant.

Coefficients

The table of regression coefficients (0.03302) indicates the regression coefficients (0.03302) of the independent variables (credibility and transparency), standard errors, t-values and p-values. The strength and the importance of the relationship between each of the independent variables and the dependent variable is informed by this table.

Table 3: Coefficients Table

Model	Variable	Unstandardized Coefficients (B)	Standardized Coefficients (β)	Std. Error	t-value	p-value
Trust	Intercept	1.520		0.365	4.17	0.000
	Credibility	0.423	0.411	0.123	3.44	0.001
	Transparency	0.375	0.357	0.119	3.15	0.002

Awareness	Intercept	1.418		0.348	4.08	0.000
	Credibility	0.389	0.375	0.115	3.39	0.001
	Transparency	0.342	0.329	0.112	3.05	0.002

Interpretation:

Consumer trust:

The regression coefficient of credibility (0.423) implies that a one unit change in credibility of mobile marketing message will improve the consumer trust by 0.423 units. A regression coefficient of transparency (0.375) indicates that the one-unit change in consumer trust will increase by 0.375 points by increasing the level of transparency by one unit.

Consumer awareness:

Regression coefficient of credibility (0.389) suggests that an increase in perceived credibility causes a consumer awareness to increase by 0.389 units. The regression coefficient shows that transparency (0.342) has a positive effect on consumer awareness in that the more the transparency is high, the more consumer awareness is increased by 0.342 of the coefficient. Due to the results displayed, both credibility and transparency are found to have a positive and statistically significant relationship with both trust and the knowledge of sustainable products, as the p-values reveal (all < 0.05).

The p-values of the regression coefficients of the two variables credibility and transparency are less than 0.05, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_4) is accepted. It is evident that there are enough reasons to conclude that credibility and transparency of mobile marketing messages has a positive influence on the consumer trust and consumer awareness of sustainable products in Uttar Pradesh. Therefore, H_4 is accepted.

5. Conclusion

This paper has examined the role of mobile marketing in making consumers aware of sustainable products in the state of Uttar Pradesh. The findings show that mobile marketing is important in creating awareness and it is rampant among consumers in urban setting. Mobile marketing campaign was more prevalent to urban respondents and they revealed greater awareness and confidence in sustainable products as opposed to the rural consumers.

Another observation made in the findings is that urban consumers are more receptive to mobile marketing owing to the improved access to mobile devices, improved digital literacy, and improved internet connectivity. Nevertheless, rural consumers are highly disadvantaged, as the access to mobile marketing content is less, digital literacy is less, and there is a lack of infrastructure, which minimizes exposure to mobile marketing advertising.

Also, mobile tools such as the social media and mobile applications are seen as important means of spreading knowledge about sustainability. Such platforms are especially useful to access a high number of viewers and attract consumers to an individual-oriented and interactive content. Thus, mobile marketing can be an effective promotional tool of sustainable product distribution, but its success would be determined by how it would deal with the digital and infrastructure issues of rural consumers.

6. Recommendations

Development of Digital Literacy: To gain a better penetration of mobile marketing within the rural community, there should be a development of digital literacy among consumers.

Create Trust: Brands should also be interested in creating trust through disclosing clear and provable facts concerning the sustainability of their products.

Use Mobile Platforms: The companies must keep using social media platforms and mobile applications to connect with establish a personalized, interesting, and informative content with the consumer about sustainable products.

Specific Campaigns: Mobile marketing campaign ought to be customized to meet the different needs of the urban and rural consumers such that the messages can speak to the local worlds and issues.

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