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E-Commerce and Mobile Commerce

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Technological improvements have equally improved the ease of doing business. Many businesses have employed various strategies that target data, digital platforms, and mobile devices to enable them to efficiently reach their customers and improve their way of doing business (Turban et al., 2018). Currently, there is an increased use of mobile phones, internet connectivity, and mobile applications that make it possible for business firms to conduct location-based marketing strategies to meet their customers across the world with much ease. Therefore, this case study paper examines how the companies and businesses exploit the total e-commerce and mobile commerce strategies to conduct Location-Based Marketing (LBM) to reach their customers and improve their businesses.

Technology has created a business environment where every company must exploit intensively to maintain its competitiveness in business to customer or business to business in the marketplace. Since many people use the internet and smartphones, businesses have resorted to a marketing strategy where they monitor and analyze the preferences and location of their possible customers and give them a personalized advertisement based on the data feeds in their mobile devices. As Bojang et al. (2017) suggest, businesses have developed a strategy of marketing where they take advantage of the trust customers have in them to collect and use the personal information of their customers during their virtual environment interaction to supply them with personalized adverts. For example, since LBM has a considerable influence and today's ways of doing business, content producers and various firms have resorted to using various online platforms to reach their target market, which has immensely paid off (Uphaus et al., 2021). Location-based marketing utilizes social media and other software applications to achieve its purpose by the companies and various business firms.

Location-based marketing primarily targets the customers by sending opt-in options about the companies' deals of the day or new services and gives the customers codes and procedures to follow to enjoy the service. Notably, LBM uses direct marketing to the clients, where the companies send direct messages to their clients through their smartphones (Horwitz, 2019). The use of short message services to market these services directly to customers is expected in this strategy. On applications like Facebook and Twitter, companies will give their targeted customers an option of pressing the "OK" option. If the customer agrees, it is assumed that they have accepted the terms and conditions, consequently making them enjoy the service and incur the charges of the advertised service (Horwitz, 2019). As a result, the marketing strategy exploits the regional geographical location where companies offering their services in particular regions gather information of target customers living in their areas of business operations. The strategy is specific to individuals living in specific regions.

Coca-Cola Company which is one of the world's prominent businesses, applies this theoretical strategy of marketing by using the google cloud platform to get information on the location of customers and send them the coupons directly to their mobile phones, directing them to the specific stores to that they can visit and get discount on drinks (Wild, 2019). Google cloud is a world information system from which Coca-Cola finds its information to enable it to manage the LBM. As a result, the company collects and organizes its specific marketing messages to its target customers through this information system.

However, despite being a good strategy in promoting the business ideas by companies, location-based marketing has been faulted by many critics over the violation of customers' privacy rights. Marketing a product directly to the customers through their mobile phones has a good share of its criticism since some believe that it is a way of cunningly forcing a customer to

accept the purchase of the products being sold to them via their mobile phones (Hopkins & Turner, 2012). Thus, many believe that customers can easily accept the deal without reading the terms and conditions of the services and not understanding why they purchase the product.

Conclusively, the rise in technology has led to a rise in innovation and reinvention of companies and businesses regarding how they market their products to maintain competitiveness in business to business or business to customer in the marketplace. Therefore, customers' rise in internet and smartphone usage has led businesses to employ location-based marketing, which embraces direct marketing. However, critics believe that the strategy invades privacy rights and forces customers to purchase products they may be unwilling to buy.

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