E-Commerce and Mobile Commerce

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**Introduction**

Today, the absence of technology trends in the case of business development can never be imagined. The influential role of technology in business can be observed in many different and important forms. It is noteworthy to mention that corporate organizations are keen to adopt different technological advances to successfully achieve the objectives of the on-demand economy and mobile E-commerce. The potential use of technology makes it convenient for both buyers and producers to achieve their targets of buying and selling effectively and efficiently. This paper focuses on considering the technology trend of "Location-Based Marketing" and critically analyzes its influence on today's on-demand economy mobile E-commerce.

**Discussion**

Location-based marketing is recognized as the one popular technology trend that reshapes the corporate phenomenon. Business organizations are focusing on utilizing services of location-based marketing to increase the potential range of product demand. Location-based marketing (LBM) is defined as the direct form of marketing strategy that considers the use of different mobile instruments to alert potential customers about different product offerings from a near-by business. The aim of business organizations through the approach of LBM to enhance the active connection between organizations and customers.

           The approach of LBM is mainly established by sending location-based alerts to smartphones through the domain of SMS text messages. The SMS alert option is usually consisting of brief information about all the corporate deals offering by the local business. Sometimes, this approach is further enhanced by delivering information about different purchasing enticements. The practical implications of LBM require the adoption of the opt-in approach in the case of end-user. The procedure of opt-in mainly develops when the mobile app is downloaded by the end-user (Xu, Oh, & Teo, 2009). Through this prospect, the end-user agrees to this condition that the current location of the mobile instrument can be accessed.

The fundamental technology in the case of LBM is closely linked with the broad spectrum of geofencing. The spectrum of geofencing is characterized as the software feature that ensures the delivery of alerts when it comes to a crossing of a pre-defined geographic limit. The initiative of LBM is established by local business organizations to grab the attention of targeted local customers. LBM is characterized as one popular form of location-based advertisement to achieve business targets. It is imperative for business organizations to critically consider different advantages and potential hazards actively associated with the practical domain of LBM. This specific marketing strategy demands the proper security of sensitive business and end-users ' information.

           Various business brands with physical locations are characterized as a suitable option when it comes to adopting the strategy of location-based marketing. Geotargeting campaigns positively influenced the business approach of local corporations by capturing the attention of local audiences. The practical implications of LBM made it easy for customers to recognize available product options at the local level and ensure visiting business locations. The chief aim of this form of business enhancement strategy is to access the right audience at the appropriate time by delivering corporate messages (Hopkins & Turner, 2012). The implications of LBM can be observed in the case of diverse forms of business, considering the domain of corporate locations. Retail locations, grocery stores, and local restaurants are some significant examples that focus on the marketing strategy of LBM. E-commerce is actively focusing on establishing a successful form of LBM to reach targeted customers in the form of geotargeting.

**Conclusion**

In a nutshell, it is vital to indicate that the growing idea of LBM requires the necessary attention when it comes to sharing important information through text messages. The successful consideration of geotargeting is a necessary practical measure to invest in the potential range of customers. The location-driven business campaign requires a detailed analysis of the potential market.

**References**

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