

The 'appification' of marketing

A new research in relation to mobile applications has focused on a very significant consumer segment who isn't the primary owner of a smart device but whose pester power is increasingly a powerful force for product adoption and sale. You guessed it right. We are talking about kids. A report, based on the findings of Pulp Strategy's independent research, shows that brands are now interested in marketing their products based on the behaviour of kids specific to apps.

"The report goes on to show how brands can drive engagement with kids and young consumers via a study on mobile content consumption and app usage patterns specific to children in India. This a big opportunity for us. The phenomenon has already taken off in the US and many people don't realise that it has started in India too. App stores have already started categorising these kind of apps," Ambika Sharma, MD and CEO of Pulp Strategy, told FE before the release of the report.

With a sample size of 700 parents, the report found that 97% of the parents reported having at least one smart device and 35% had more than one. Nearly 88% of parents let their kids use their smart devices and 12% said their kids had their own! "Kids are using apps for study and play. The research shows how kids are spending over 2-4 hours a week on mobile devices (compared to almost 9 hours of TV) and how that is why this is an opportunity to engage with them in a meaningful way in the mobility space," Sharma said.

Further explaining the report, she said, "Our experience with driving engagement with kids for brands and connected conversations led us to an attempt to understand app usage patterns specific to children in India. This study is the findings of our independent research on parents with kids under the age of 8 years in India to understand how app content was being consumed by this secondary group of users and how did that translate into opportunities for marketers in the country whose core target group are young kids."

The report doesn't only concentrate on kids' usage of apps only but also goes on to shed some light on the opportunities that will become available in the growing application development market in India.

India is witnessing a revolution in mobile data and uptake of smart devices. Marketers in India are yet to harness the power of apps to engage consumers and increase salience for the brand. According to a IDC report, India witnessed the highest rate of growth—over 186%—in smartphone sales in Asia Pacific region during January-March 2014, outshining countries like China. As more Indian users migrate to affordable smarter devices from feature phones, smartphone sales in India are expected to reach 80.57 million units by the end of this year, says the report.