

Attitude and Perception of Mobile Marketing Among Youngsters

Viral Bafna^[1], Yashraj Jagtap^[2] Dr. Meenal Pendse^[3]

School of Management - PG under Faculty of Management

MIT World Peace University, Kothrud, Pune, Maharashtra 411038.

Abstract:

The following paper depicts to understand the Attitude and perception of mobile marketing and its effects amongst youngsters. India is one of the fastest growing mobile markets in the world and currently there are around 870 million mobile users. Recent transformation of mobile handsets from technologically limited mobile phones into true hybrid mini-computers, and the transition to 3G networks, converted the mobile medium into an attractive value delivery channel for business entities. Mobile marketing is “the use of the mobile medium as a means of marketing communication”. “Attitude & perception is a lasting general evaluation of people (including oneself), objects, advertisements or issues.” It is important to highlight that attitude toward mobile marketing refers to consumers’ attitude toward marketing in general rather than one specific type of marketing

Keywords: *Mobile Marketing, Effect of marketing, Attitude, Buyers.*

Introduction:

The developments in mobile communication technologies are considered to be a mobile revolution by some. This revolution has started with the wireless telegram in the 1890s moved onto stationary telephone systems from 1910 to 1980, analog mobile systems in the 1980s and the digital mobile systems starting from the 1990s. In the 2000s on the other hand, multimedia systems that were developed, helped more effective and comprehensive provision of mobile services.

Mobile phones, which are made available for the use of people as well as enterprises as a fruit of the many studies conducted in the field of communication technologies, are a means of communication that people use when they are on the go and need to communicate with others. In the development process of mobile phones, the objective was to ensure freedom of communication for people independent of the location they are presently at and as such the first mobile phone call was placed on April 3, 1973 in the United States of America in New York by Martin Cooper.

The following are some of the reasons why the mobile phones are considered to be important where the marketing activities are concerned-

- The fact that customers always carry their mobile phones on them regardless of where they go;
- They are always open for communication;
- The more attention grabbing nature of one-to-one contact with customers;
- Being able to maintain the messages received for later response by the customers;
- Opportunity to have one-to-one audio-visual communication with customers;
- Being suitable for customers and effective for the marketing executives.

Therefore, it can be said that mobile phones have become very effective tools of communication as they provide means of instant contact by their users who carry them in their pockets, purses and briefcases as they remain switched on at all times providing high quality of communication, allowing enterprises to establish personal

contact with their clientele using them as a tool in their marketing activities to communicate with their customers on one-to-one basis.

Digital, Social Media, and Mobile Marketing (DSMM) describes an ongoing major transformation in marketing. It condenses several technological developments affecting marketing research and practice. In B2B contexts, DSMM usage remains scarce, mainly aiming for aspects such as brand image rather than being implemented in industrial information search and purchasing, yet presenting considerable potentials.

Information search and purchasing, often summarized as buying behavior, are essential activities of industrial firms. In industrial buying, information search describes the action conducted by the buyer in order to obtain all relevant information sources for the buying decision, often involving the consideration of data from different origins. Industrial buying behavior is characterized as a complex process with multiple dimensions and phases. In B2B contexts, information search and purchasing normally are more formalized than in B2C contexts, for example resulting in buying centers with multiple buyers. In context of DSMM, distinct differences delineate B2B and B2C usage. The factors influencing industrial buying are evolving constantly, as reflected by emerging information technologies or cultural developments.

Mobile marketing can be used to build customer engagement with a brand, through text messages, mobile advertising, permission based marketing, the delivery of mobile content, user-generated content, and mobile commerce. However, mobile technology presents companies with challenges as well as opportunities. In particular, earlier studies in the pre-smart phone era, where the main means of marketing communication was via text or SMS messages have shown that consumers perceive mobile marketing communications to be variously irritating, an invasion of privacy and intrusive.

TYPES OF MOBILE MARKETING

- 1. Mobile applications:** Mobile applications allow you to include advertisements in mobile apps design.
- 2. In-game:** This form of advertisement will have ads within a mobile game. When you play a game it is not uncommon to see ads.
- 3. SMS (short message service):** You probably know SMS better as texting. Using SMS, marketers can send text messages to customers with offers and other information.
- 4. MMS (multimedia message service):** MMS marketing sends text messages that contain media items such as images, video, or audio. I think MMS is better than a simple SMS because consumers will respond better with a visual. They are more likely to remember your message.
- 5. QR Codes (quick-response barcode):** QR codes can be scanned with the camera on a mobile device. Once scanned, it will take consumers to the linked website.
- 6. Location-based:** Location-based marketing uses the user's mobile location to market a business in that area by means of GPS.
- 7. Mobile Banner Advertisements:** These are banners that are the same ads you will see on a desktop, but will be smaller in order to fit the mobile device's screen.
- 8. Near Field Communication (NFC):** NFC is a type of technology that has the ability to send data to a consumer's cell phone using a short-range wireless connection.
- 9. Bluetooth or Proximity Marketing:** Consumers obtain location specific advertisements, which is enabled from their Bluetooth.
- 10. Voice Marketing:** Voice marketing uses an automated and computer produced phone call to consumers.

11. Pay Per Call: This type of advertisement allows the user to tap the phone number that is directly listed in the ad.

12. Mobile Search Advertisements: Mobile search ads are similar to Google's but are optimized for mobile.

13. Mobile Wallet: An example of a mobile wallet is Apple's Passbook. Passbook is an iOS application that stores personal information such as credit cards, boarding passes, coupons, gift cards, or tickets digitally on a mobile device. Passbook is customized by the user's location.

MOBILE MARKETING BEST PRACTICES

- Being aware and responsive to the complexities of mobile marketing (different devices, multiple operating systems, different browsers, different screen sizes, limited bandwidth, and limited memory)
- Evaluating a mobile marketing website by Google's mobile-friendly test: <https://www.google.com/webmasters/tools/mobile-friendly/>
- Balancing the need for 'bells and whistles' with the need for clean, mobile-optimized sites _ Periodically studying a firm's opt-in rate and the factors that influence it
- Using appropriate opt-in incentives
- Handling personal information in a confidential manner
- Portraying the use of personal and institutional trust .

Theoretical basis of research:

Objectives of the study:

The primary objectives are:

- To study the perception of youngsters towards mobile marketing.
- To study of attitude of youngsters about mobile marketing.
- To find impact of Mobile Marketing on youngsters.

The other objectives are:

- To evaluate if the youth has accepted Mobile Marketing.
- To understand if industry has adopted Mobile Marketing as effective marketing medium. .
- To check awareness of the mobile marketing on youngsters.
- To know the preference of people towards mobile marketing on youngsters.
- To find youngsters readiness towards mobile marketing.

Research Methodology:

➤ **Research Approach**

The approach adopted for this study is to generate data, analyse it and reflect the attitude and perception of youngsters towards mobile marketing. The study focuses To check the awareness of the mobile marketing on youngsters. To know preference of youngsters towards mobile marketing .

➤ **Research Design**

Research design is that the abstract structure inside that analysis is conducted. It constitutes the blueprint for assortment, measure and analysis of knowledge. the look used for winding up this analysis is searching. although the first objective of the study is to know the angle of individuals towards conception of effects of mobile promoting and its impact on children therefore, descriptive analysis style is best suited. Descriptive analysis style is applied to the study to portray the characteristics of a bunch or individual as a state of affairs. It includes surveys and truth finding enquiries of various sorts. the aim of descriptive analysis is description of the state of affairs because it exists at the present.

➤ **Sampling Technique**

The sampling technique used for this study was non probabilistic sampling wherein Convenience sampling method was chosen for study, as certain people staying in area of Pune City were considered for study purpose So as per our convenience, we contacted maximum number of customers. This sampling technique is economical, cheap, and also faster.

➤ **Sampling unit**

Sampling unit is taken as youngsters who are the mobile user of Pune city.

➤ **Sampling Area**

Area is Market yard, Pune City.

➤ **Sampling Size**

Sample Size consist of 37 People.

➤ **Research Equipment**

To get the primary data from the market, structured questionnaire is designed. From this questionnaire we can easily collect the information regarding the study project. The target populations are young students, business person aged 18-35.

➤ **Data Collection**

□ **Primary Source:** The primary data comprises information survey of “attitude & perception of mobile marketing among youngsters”. The data is collected directly from respondent with the help of structured questionnaires.

□ **Secondary Source:** The secondary data was collected from internet and references from Library. Secondary data has been collected through various books, magazines, library, and Internet.

Literature review:

Roger Ström , Martin Vendel , John Bredican (2013)[1], The article describes the existing knowledge of how mobile marketing can increase the value for consumers and retailers. Mobile device shopping, and consumers' use of mobile devices while shopping is shown to be both an extension of consumers' shopping behaviours developed on Internet-connected desktop and laptop computers (PC), and potentially new behaviours based on a mobile devices' uniquely integrated features such as camera, scanners and GPS. The article focuses on how mobile marketing creates value for consumers and retailers, enabling more precise research and development of managerial concepts and tools while providing both managers and academics with increased understanding of mobile marketing and its value outcomes for retailers.

Barry Berman (2016)[2], Despite its increased importance, the effectiveness of mobile marketing needs to be improved based on such metrics as bounce rates, add-to-cart rates, shopping cart abandonment, and average order size. Strategies to increase the effectiveness of mobile marketing are discussed. Firms need to capitalize on the three major strategic advantages of mobile marketing: (1) the fact that mobile marketing devices are always on, always connected, and always with the consumer; (2) the ability to generate location-sensitive offers; and (3) the ability to send relevant personalized messages and offers. Firms also need to develop and implement an effective mobile marketing strategy through a series of activities. These include understanding and reacting to the complexity of mobile marketing, designing sites based on ease of use versus 'bells and whistles,' increasing opt-in rates, using effective customer engagement strategies, and developing effective mobile coupons. Criteria to evaluate the effectiveness of mobile marketing are discussed.

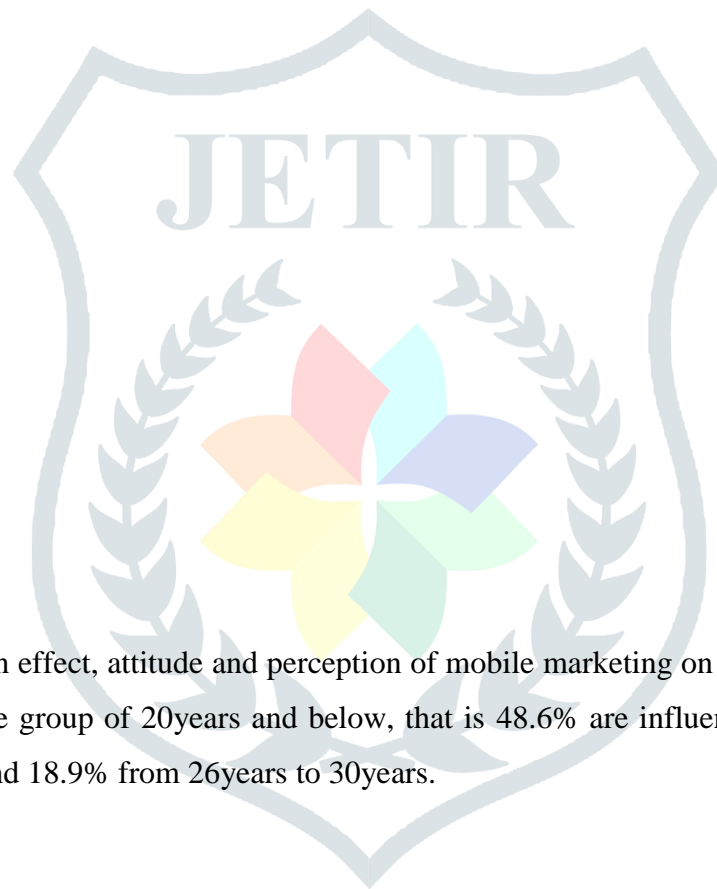
Alicia Izquierdo-Yusta , Cristina Olarte-Pascual , Eva Reinares-Lara (2014)[3], The main aim of this research is to determine key factors that create new opportunities for commercial communications by considering consumer attitudes toward mobile advertising. The proposed causal model of attitudes and intentions toward mobile advertising highlights potential differences between users of smartphones with Internet capabilities and non-users. The theoretical model integrates the influences of control, reference groups, perceived added value, and ease of use on attitudes toward mobile advertising, as well as the relationship of these effects with intentions toward advertising, mediated by mobile Internet usage.

Venkatesh Shankar, Sridhar Balasubramanian (2009)[4], Mobile marketing refers to the two- or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device, or technology. We present the conceptual underpinnings of mobile marketing and a synthesis of the relevant

literature. We identify and discuss four key issues: drivers of mobile device/service adoption, the influence of mobile marketing on customer decision-making, formulation of a mobile marketing strategy, and mobile marketing in the global context.

Catherine Watson, Jeff McCarthy , Jennifer Rowley (2013)[5], This exploratory online questionnaire-based study confirms the findings from earlier studies in the pre-smart phone era regarding consumers' negative attitudes towards mobile marketing communications. This study shows that these attitudes persist despite increasing frequency of use and increased function-ality of mobile phones in the smart phone era. Consumers perceive their mobile device to be for personal communication, and prefer to be able to exercise control over their interaction with organisations.

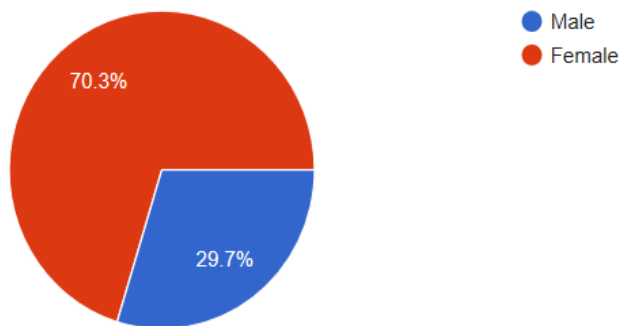
Data Analysis:



From the above analysis on effect, attitude and perception of mobile marketing on youngsters it can be said that mostly the age group of 20years and below, that is 48.6% are influenced. And 32.4% from 21years to 25years and 18.9% from 26years to 30years.

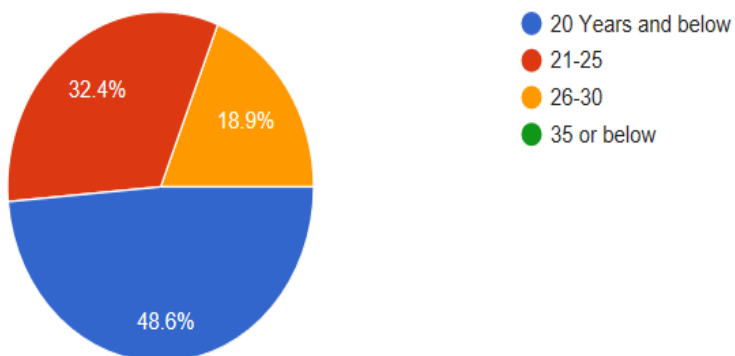
GENDER

37 responses



AGE

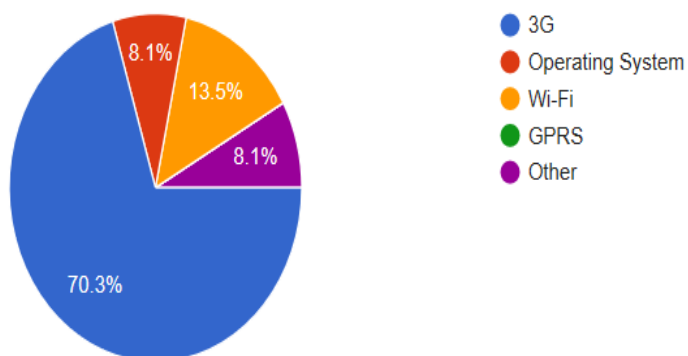
37 responses



62.2% students, 21.6% salaried employees, 10.8% housewife and businessman is 5.4%

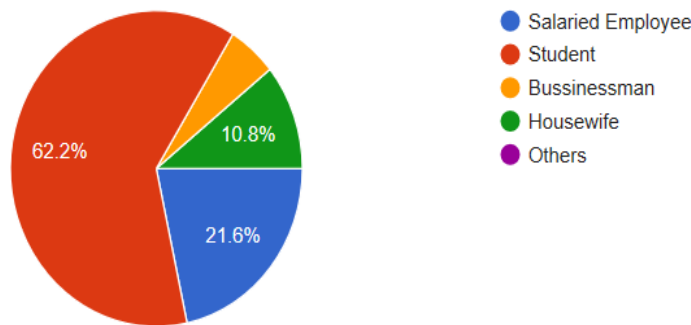
WHAT IS FEATURE OF YOUR MOBILE ?

37 responses



OCCUPATION

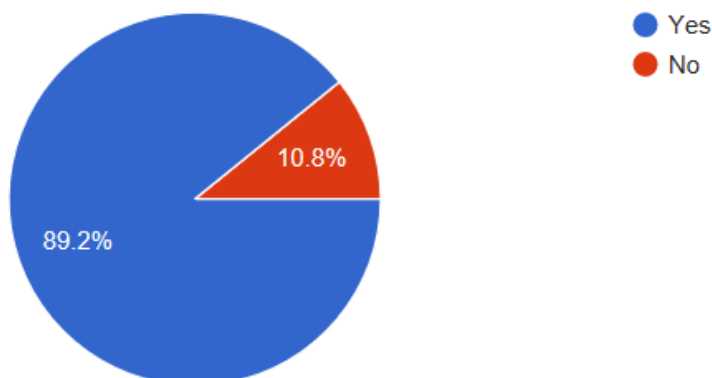
37 responses



Due to introduction of 3G data the most used feature is 3G that is 70.3%. 13.5% is WiFi, 8.1% is operating system, and 8.1% is other. Now due to latest technology of 4G data usage feature few consumers are into use of 4G data.

DO YOU RECEIVE ANY CALL/SMS OF PROMOTION ?

37 responses

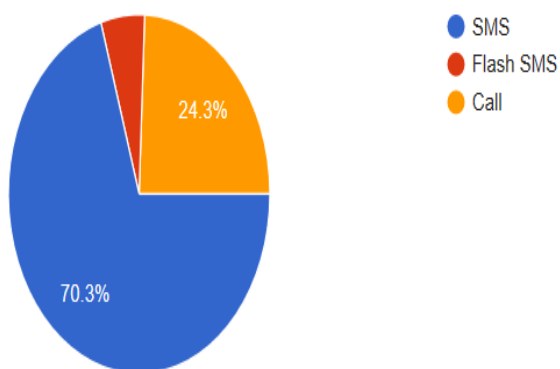


From the above pie diagram it can be said that most of the consumers that is 89.2% get call and SMS and remaining 10.8% do not receive .

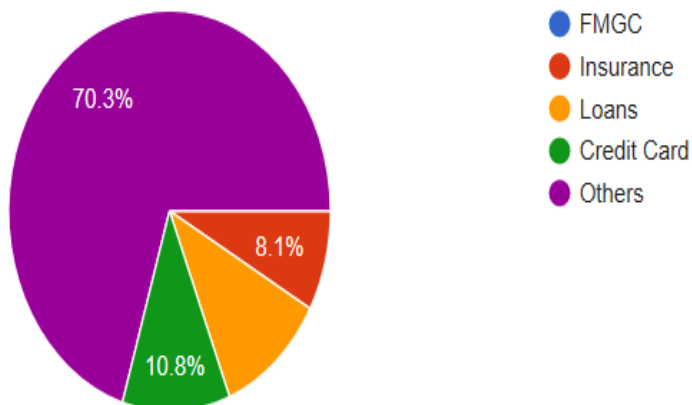
70.3% consumers get calls and SMS from others, 10.8% related to credit card, 8.1% insurance companies and the remaining are 10.8% that is loans.

WHICH TYPE OF MOBILE MARKETING PRACTISE'S INFLUENCE YOU ?

37 responses



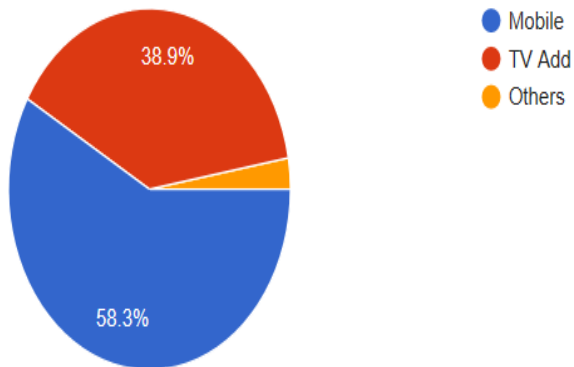
37 responses



As consumers are mostly in constant contact with their mobile phones so 58.3% is mobile and television is 38.9%.

FROM WHICH MEDIUM OF MARKETING ARE YOU INFLUENCED ?

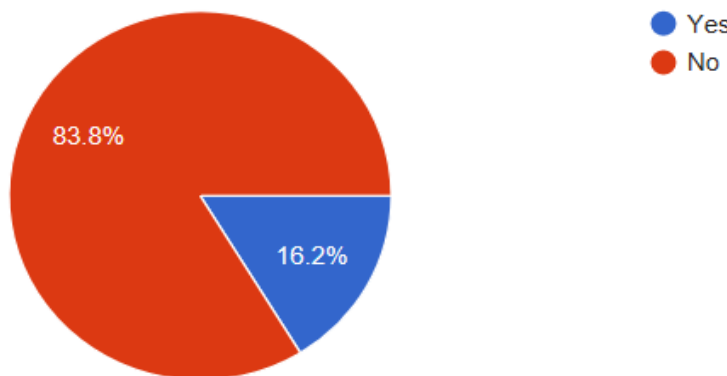
36 responses



Consumer's are influenced by SMS, 24.3% by calls and others by flash messages.

IS MOBILE ADVERTISING TRUSTWORTHY ?

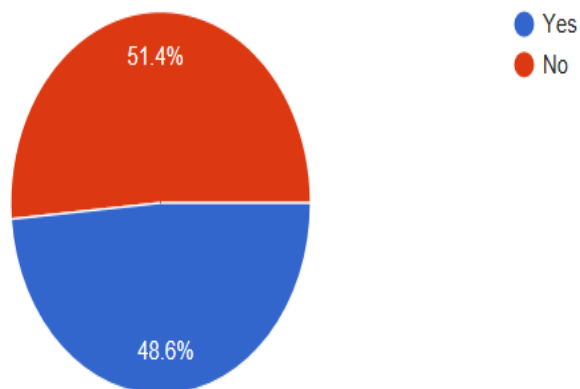
37 responses



Many consumers that is 83.8% do not trust on mobile advertising as they feel it can be fake and remaining 16.2% do trust.

DO MOBILE ADD'S INFLUENCE YOU TO PURCHASE PRODUCTS ?

37 responses



51.4% of consumers are not influenced to purchase products through mobile ads were as 48.6% are influenced. Purchasing products through mobile ads completely depends on consumer's mood and attitude.

Responses and Findings:

From the above findings it can be said that 3G data usage feature is almost used by everyone who uses mobile phones. As it is available to everyone due to latest updating technology.

Many consumers give less preference to purchase products by seeing mobile ads as they feel it is not trustworthy. But buying products by seeing ads totally depends on consumer's attitude and perception towards the product.

Most of these consumers receive ads frequently. Many people like to respond to advertisement and also like to purchase by analyzing the features and schemes that are provided to them. Some people think that SMS's are informative and very few people disagree on this. This depends on the type of SMS which is conveyed, the content in the SMS tells us exactly what it is trying to tell.

Now a day's mobile is mostly in constant use by consumers so people who use phone they feels they are updated and are well known about the latest news updates. Some consumers who don't have mobile phone disagree to this as they have other options to keep themselves updated like newspapers, radio, televisions.

Many people think SMS's are waste of time as they are not interested to read or reply to the message that they have received. As they feel they are not useful because the SMS are mostly related to insurance companies, loans and others.

Hypothesis Testing:

H0: YOUNSTERS ARE NOT LIKELY TO RECIEVE SMS FOR PROMOTION
H1: YOUNGSTERS ARE MORE LIKELY TO RECEIVE SMS FOR PROMOTION AND TRUSTWORTHY

	TRUST	DONT TRUST	Total
RECEIVE	5.346	27.65	32.996
NOT RECEIVE	0.648	33.52	34.168
Total	5.994	61.17	67.164

Expected Frequency	
2.944	30.051
3.049	31.118

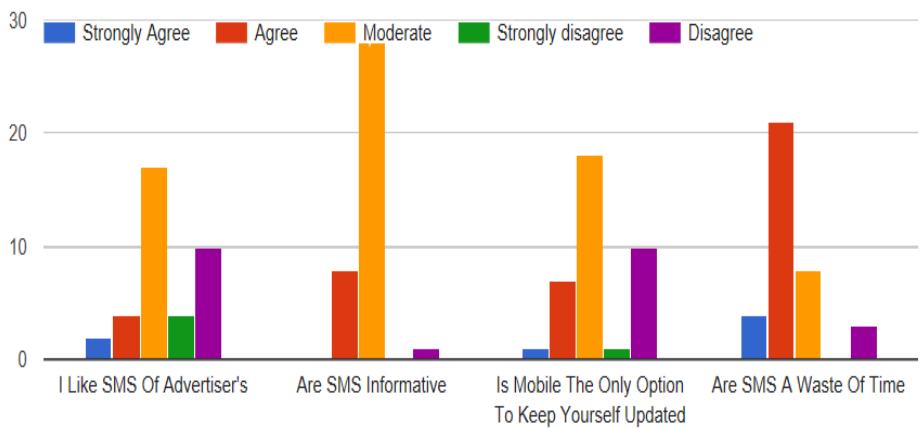
OBSERVED FREQUENCY	EXPECTED FREQUENCY	Chi-square points
5.346	2.944	1.9595
0.648	3.049	1.8922
27.65	30.051	0.1919
33.52	31.118	0.1854

Observed Frequency	
5.346	27.65
0.648	33.52

Critical value of Chi-square	3.841458821
Chi-square value	4.229
Chi-test (P) Value	0.039768197
Significant Value	0.05

As we have seen that we have calculated all the values. The chi-square(Calculated value) values are only significant when its value is the same or more than the critical value 3.84145, i.e. critical value(Tabulated value) must be higher than the 4.229 to accept the Null Hypothesis(H0).

GIVE YOUR REVIEW ON FOLLOWING STATEMENT



But here Calculated value > Tabulated value

X2 (Calculated)> X2 (Tabulated)

4.229 > 3.84145

In this case, we will reject the Null Hypothesis(H0) and Alternate(H1) will be accepted.

We can also use P-Value to predict the same i.e. if $P\text{-value} \leq \alpha$ (significant value 0.05), Null hypothesis will be rejected

If the $P\text{-value} > \alpha$, do not reject the null hypothesis.

Here $P\text{-value}(0.039) < \alpha (0.05)$, reject H_0 , accept H_1 .

Hence Youngsters are more likely to receive SMS for promotion and trustworthy

Limitations:

Platforms too diverse

Mobile devices do not have any particular standard, as compared to PCs and laptops. Mobile phones come in many shapes and sizes, so screen size is never constant. Besides, mobile platforms vastly differ from each other. Hence creating one campaign for all of them can get difficult.

Privacy issues

Mobile marketers need to understand and respect the fact that users would like their privacy online. So they should only indulge in promotional activity if they have the user's permission for it.

Navigation on a mobile phone

The mobile phone usually comes with a small screen and no mouse. This means that navigation on a mobile phone may get difficult for the user, even if it has a touch screen. In such a case, most ads may go untouched, as the user may find it to difficult to look in detail through each one of them.

Problem Area

However, mobile marketing has still many challenges to overcome, the first one being people's perception of it. For instance, we are bombarded with marketing messages at home, on the Internet and basically everywhere we go. Because of this constant presence in our lives, many people have a negative attitude towards advertising. Thus, marketers' attempt to reach consumers on their mobile phones might very well be regarded as intrusive. There are already so many concerns with regard to privacy and trust in the online environment. It is ever more possible to create an electronic collage that covers much of a person's life" In addition, fear of spamming can also be a major concern. Thus, addressing these issues and providing convincing solutions is one of the necessity and importance in order to gain consumer acceptance of mobile marketing.

Furthermore, should mobile marketing be readily accepted by people, another challenge would be marketing to them at a very personal and geographically relevant level so as to ensure response and consent success.

Conclusion:

- To conclude, mobile marketing can be viewed as the next generation of corporation promotional medium, to extend its communication interface and interactions with its customer base. One point to take notice is that the development of mobile marketing is pivoted by the rapid development of mobile device technologies. Hence, mobile marketers must constantly update the current mobile technologies so that they can provide the best technology available to their customers. By doing so, end users will benefit and can enjoy the service and technology available.
- Mobile marketing technology is an incredibly affordable tool for the savvy consumer.
- Mobile marketing provides an unparalleled opportunity to build personal one-to-one relationships with consumers. However, mobile marketing is not just a new mechanism for advertising, but an entirely new medium that requires non-traditional strategies; mobile customers have a very special set of needs and expectations. Moreover, marketers must respect the personal nature of the cell phone and create a win-win situation where the customer provides the marketer with real added value. Sole use of the new channel, however, is not enough; advertisers must integrate mobile marketing campaigns into their total promotion mix to take full advantage of the medium.
- Mobile consumers are becoming more educated about the features and functionality of their devices and are engaging more frequently in mobile marketing campaigns. The mobile phone is becoming an essential element in a consumer's everyday life. This increased dependency on the mobile phone is expected to lead to increased utilization.
- To come to the point, the mobile phone is rapidly becoming a practical direct marketing channel. There are some factors playing a role in improving and increasing mobile commerce. Besides mobile service quality that entertainment value, information value and advertising content communication are some of the strongest drivers of the acceptance of the mobile phone as a marketing tool. Moreover, one of the ways to convince mobile phone users of the benefits of mobile commerce is the price of products and services.

References:

- [1] Roger Ström , Martin Vendel , John Bredican , 20 Dec 2013, Mobile marketing: A literature review on its value for consumers and retailers.
- [2] Barry Berman, March 2016, Planning and implementing effective mobile marketing programs.
- [3] Alicia Izquierdo-Yusta , Cristina Olarte-Pascual , Eva Reinares-Lara, 28 Oct 2014, Attitudes toward mobile advertising among users versus non-users of the mobile Internet.
- [4] Venkatesh Shankar & Sridhar Balasubramanian, Feb 2009, Mobile Marketing: A Synthesis and Prognosis.
- [5] Catherine Watson, Jeff McCarthy , Jennifer Rowley, June 2013, Consumer attitudes towards mobile marketing in the smart phone era.
- [6] <https://www.marketo.com/mobile-marketing/>
- [7] Getsimple.com. (2019), Top 13 Types of Mobile Marketing Strategies.
- [8] Seminarsonly.com. (2019). Effect of Mobile Marketing on Youngsters.
- [9] Slideshare.net. (2019). Mobile marketing final.