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A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS MOBILE MARKETING MANAGEMENT

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ABSTRACT

The main purpose of this Project is to introduce and highlight the importance of marketing through the mobile channel. Mobile marketing is one of the latest direct marketing promotional channels and is getting quite popular among marketers and business owners because of the various benefits that it offers to the potential customers as well as to businesses. Therefore, this chapter follows a top-down approach starting with briefly elaborating on the most general and at the same time relevant concepts associated with mobile marketing and then narrowing down to the specific issues and concepts related to marketing through the mobile channel. In its simplest form and as stated by the Chartered Institute of Marketing.

Keyboards: *Mobile, Marketing, Consumer Satisfaction*

INTRODUCTION

As a significant element of the promotional mix, direct marketing is a basic form of marketing that occurs directly between the manufacturers and customers without the presence of an intermediary. The emergence of Internet and Communication Technologies (ICT) has reshaped direct marketing into what is known today as online or digital marketing which uses the Internet to communicate with the potential customers. Using the Internet as an online marketing channel links the potential customers with the sellers electronically.

The latest direct marketing channel is known as mobile marketing which is highly influenced by permission-based marketing. Mobile marketing is defined by the Mobile Marketing Association (MMA) as "a set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network". From the viewpoint of Dushinski, "mobile marketing connects businesses and each of their customers through their mobile devices at the right time and at the right place with the right message and requires the customer's explicit permission and/or active interaction." In simpler terms, mobile marketing has to be implemented with the definite permission and consent of the end-

users in order to succeed and if done correctly it could quickly become deeply intertwined into people's daily lives.

As mentioned by the Mobile Marketing Association (2011), "permission-based mobile marketing is the practice of gaining consent from consumers in advance of a continuing marketing dialogue taking place on mobile devices and in return for some kind of value exchange." Additionally, the emergence of mobile as a desired promotional channel for many consumers has enabled the marketers to upgrade the level of permission-based marketing. The MMA (2011) emphasizes that the mobile channel is the best medium for permission-based marketing because it allows the brands to deal with each target customer as an individual. Varnali et al. (2011, p. 58) points out that "a mobile phone is an intimate object that is part of an individual's personal sphere. Uninvited messages may be viewed as intrusions into the personal sphere.

OBJECTIVES:

- To find out the opinion of y and z generations' towards the Mobile marketing.
- To find the level of satisfaction of the respondents on Mobile marketing strategies.
- To know the obstacles faced by the respondents while Bought a mobile phones from retailers.

SCOPE:

The purpose of the study is to identify the preference and satisfaction of consumer in using Mobile phones offered by various branches. To study the current scenario of the Mobile marketing Management to understand the various factors like ease of use, time saving, marketing strategy, low cost of transaction, available at any time in selection of e-wallet services. The study is confined to the people who are living in Coimbatore district.

STATEMENT OF THE PROBLEM:

The approach to adopting MOBILE MARKETING MANAGEMENT however is often to merely stay abreast of industry and technology. The user often has minimal place in such an approach as evidenced by non-human centric experiences that flourish. However, Their Marketing Strategies in recent times has gained a lot of attention from the customers who are unable to bought their Product in respective Mobile phone and services in various branch. Hence a study has been undertaken to know the attitude of consumers towards Mobile marketing management.

RESEARCH METHODOLOGY

The research methodology gives an idea about the type of research design, the sampling techniques, the process of data collection and the instrument used for the data analysis. In order to achieve the objectives of the study and to analyze the data collected, an appropriate methodology has been developed. A research methodology is a master plan for the conduct of formal investigation. The present study is explanatory as well as descriptive. The various aspect of methodology is discussed below.

Area of study:

The study has been conducted in and around Coimbatore district.

Sampling method:

Convenient random sampling method has been used.

Source of data:

To accomplish the objectives of the study, the data required has been collected using both primary and secondary data.

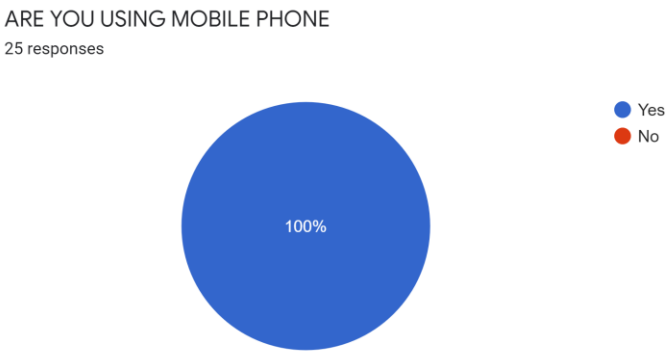
The following tools are used to analyze the data

- Percentage analysis

DATA ANALYSIS AND INTERPRETATION

1.Usage mobile phones

Using mobile phone	No of Respondents	Percentage
Yes	150	100
No	0	0
Total	150	100

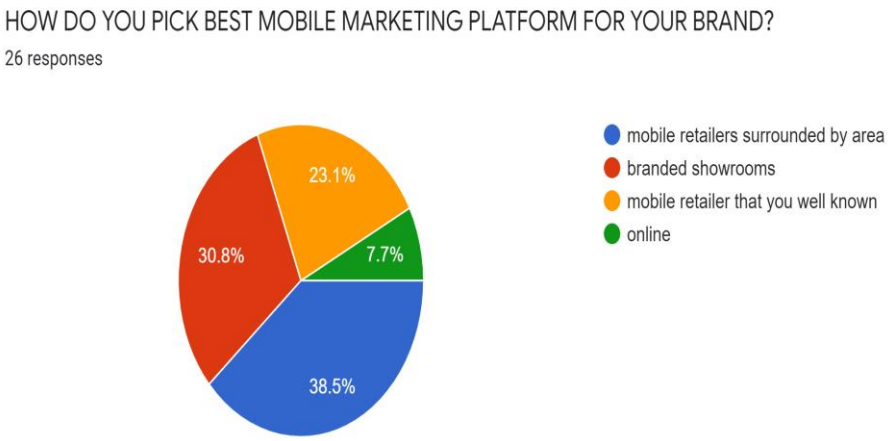


Interpretation:

The above table shows that using of mobile phones from the Respondents, all the respondents are using the mobile phones.

2.Mobile marketing platform for your brand

Mobile marketing platform	No of Respondents	Percentage
Mobile retailers surrounded by your area	35	23
Branded showroom	10	7
Mobile retailers that you well known	65	43
Online	40	27
Total	**150**	**100**

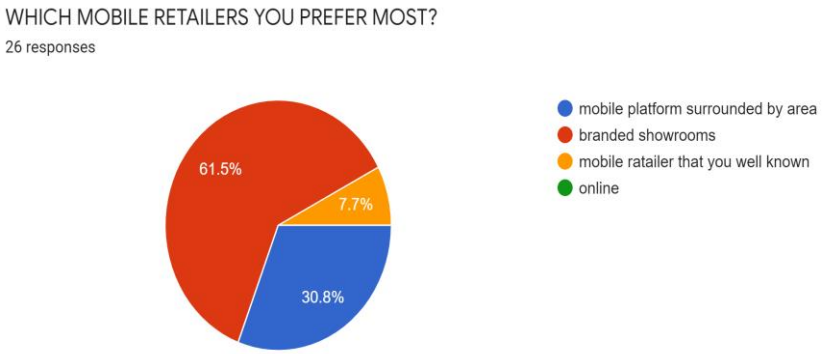


Interpretation:

The above table shows that how they pick mobile marketing platform, 23% of the respondents are pick mobile retailers surrounded by their area, 7% of the respondents pick branded showrooms, 43% of the respondents pick noble retailers that they are well known, 27% of the respondents pick online shopping.

3.Preference of the customer

Preferences of the customer	**No of Respondents**	**Percentage**
Mobile retailers surrounded by your area	35	23
Branded showroom	10	7
Mobile retailers that you well known	65	43
Online	40	27
Total	**150**	**100**



Interpretation:

The above table shows that preferences of customers, 23% of the respondents are prefer mobile retailers surrounded by their area, 7% of respondents are prefer branded showrooms, 43% of the respondents are prefer Mobile retailers that they are well known, 27% of the respondents are prefer online shopping.

FINDINGS:

- A marketing strategy is crucial for the survival of any possible business.
- But identifying the right approach is the challenge.
- With the evolution of technology, the marketing strategies are also witnessing a sea change.
- Upgrading the plans and digitizing the same is the basics of any business nowadays.
- From, the inception of digital marketing in 1990 to till date the online world has never ceased to amuse the users with its marvels.

SUGGESSTIONS:

- The digital growth is going through a phase wherein smartphones take center stage. Even though the marketing methods do not have a fixed 'expiry date,' you cannot continue with the traditional offline marketing methods for long.
- Digital marketing trends keep on evolving. The trend is exploring the possibilities of mobile app development in various domains of the digital world

CONCLUSION:

A study on customer preference and satisfaction towards mobile marketing management clearly explains that customers are more likely towards mobile phones and devices. Even in our increasingly mobilized world, your website remains a vital hub. Given the vast array of mobile devices currently on the market and in the hands of consumers, mobile site development efforts are almost equally varied. That's why we spent a lot of time discussing the pros and cons of a number of approaches. But bear in mind, this space is evolving with nearly the same speed as the devices themselves. You'll want to make ongoing education a priority so you can keep up with your audience. Marketing is the most exciting of all business sports. It is the heartbeat of every successful business. It is continually changing in response to the explosion of information, the expansion of technology, and the aggressiveness of competition, at all levels and everywhere.

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