

**A STUDY ON AWARENESS AND PERCEPTION OF
MOBILE MARKETING AMONG YOUNGSTERS****Dr. K. Girija, M.Com., M.Phil., M.Ed., M.B.A., Ph.D¹****ABSTRACT**

Mobile phone has been 'one of the most noticeable social changes to happen over the last ten years'. Certainly, use of mobile phones has risen rapidly with improvements in handheld technology and reception, and with convergence of video, data and audio services within the one device. After high penetration of the internet, mobile broadband subscription rate also increased dramatically. So this study tries to know the awareness and perception of youngsters about the mobile marketing. This study has conducted in Tiruchengode with 100 respondents. The main objective of this study is to know the youngsters' experiences and attitudes towards mobile marketing communications, and to find whether age and occupation affect the youngsters' attitudes towards mobile marketing. Percentage analysis, weighted average rank method and chi –square test are used for analyzing the data. The major finding of this study is SMS is the most influencing factor of mobile marketing and most of respondents are thought mobile marketing is useful to them. This study suggest that majority of the young customers overall awareness level towards mobile marketing is very low. And this study is also proves that SMS, game mobile marketing, mobile web marketing and app based marketing are the most influencing factor of mobile marketing. So the mobile marketing companies try to concentrate in this areas then it will reach the young consumer easily.

Keywords: Mobile Marketing, Influencing Factors of Mobile Marketing, Youngsters Awareness and Perception about Mobile marketing.

Mobile phone has been 'one of the most noticeable social changes to happen over the last ten years'. Certainly, use of mobile phones has risen rapidly with improvements in handheld technology and reception, and with convergence of video, data and audio services within the one device. After high penetration of the internet, mobile broadband subscription rate also increased dramatically. India is one of the fastest growing mobile markets in the world and currently there are around 870 million mobile users. At the same time it has the largest youth population in the world. Mobile marketing can also be defined as "the use of the mobile medium as a means of marketing communication" the "distribution of any kind of promotional or advertising messages to customer through wireless networks".

Mobile Marketing refers to marketing activities that deliver advertisements to mobile devices using a wireless network and mobile advertising solutions to promote the sales of goods and services, or build brand awareness. Furthermore, mobile advertising provides consumers with time- and location-sensitive, personalized information that promotes products, services and ideas, thereby benefiting all stakeholders. Mobile marketing has become increasingly popular because the mobile phone is a personal device used in marketing.

There are various types of mobile marketing available to marketers; 5 main forms of advertising through a mobile device.

- SMS
- MMS
- Push Notifications
- In-Game Mobile Marketing
- Mobile Web Marketing

NEED OF THE STUDY

However, mobile marketing has still many challenges to overcome, the first one being people's reception 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 that perhaps some people do not want to worry about these matters in the mobile world as well: Thus, addressing these issues and providing convincing solutions is of utter 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 consequently success. Latest solutions in the form of location-based marketing, mobile augmented reality and mobile apps have been provided in order to market at a personal and geographically relevant level and to create value for the consumer.

STATEMENT OF THE PROBLEM

However there may be a problem with people actually understanding these methods or the reason why they received a particular ad message. Thus, although mobile marketing has been touted as the next big thing, just as social media marketing before it, there is still plenty of unknown territory to be explored when it comes to the everyday consumer's perception and acceptance of it. Its novelty may help it get noticed but will not necessarily guarantee good times, especially considering it still has certain challenges to overcome. Moreover, given the fact that consumers lie at the heart of the success or failure of any industry, it would be intriguing to research the chances of mobile marketing to be embraced and to thrive upon.

OBJECTIVES OF THE STUDY

- To know the youngsters' experiences and attitudes towards mobile marketing communications
- To analyses the ways in which mobile marketing be used to promote products or services
- To study the youngsters level of knowledge in mobile marketing
- To find whether age and occupation affect the youngsters' attitudes towards mobile marketing

RESEARCH METHODOLOGY**Research Design**

This research is empirical and analytical in nature. For collecting primary data, Field Survey technique is employed. Questionnaire has been framed to collect data from youngsters who are using mobile phones in Tiruchengode.

Sample Size:

Total sample size selected for the study is 100.

Area of the Study:

Tiruchengode have been selected for the study area.

Sampling Method:

The researcher has adopted Simple Random Sampling Method for selecting the respondents.

Sources of Data:

In the present study, an extensive uses of both primary and secondary data were made.

Primary data:

To attain the objectives, this study was undertaken by using a well framed questionnaire that was dully filled by the youngsters who are used the mobile phones in Tiruchengode.

Secondary data:

Secondary data has been collected from various books, Journals, magazines, newspapers, reports, statistical documents and also through Internet

Statistical Tools

The following statistical tools are used to analyze the collected data:

- ❖ Percentage Analysis
- ❖ Chi-square Test
- ❖ Weighted average rank

LIMITATIONS OF THE STUDY:

- The undertaken research is related to youngster only.
- The study is conducted Tiruchengode only. So the findings may not be the same all over India, since the perceptions of consumers are likely to vary depending upon their environment and other dimensions influencing consumer behaviour.
- The study has been restricted to 100 respondents only due to limited span of time.

REVIEW OF LITERATURE

Haghirian, Sangyo, Tanuskova (2005)², study about Mobile marketing offers great opportunities for businesses. Possibilities for marketers are numerous, but many aspects of mobile marketing still need further investigation. Especially, the topic of mobile advertising (m-advertising) is of major interest. M-advertising addresses consumers with individualized advertising messages via mobile devices. They discuss the relevance of m-advertising and investigates how perceived advertising value of mobile marketing can be increased. Their analysis is based on a study among consumers. All together a quota sample of 40 mobile phone users was interviewed. Their results indicate that the message content is of greatest relevance for the perceived advertising value, while a high frequency of message exposure has a negative impact on it.

Kaan Varnali, Aysegul Toker (2010)³ examined about Rapid proliferation in the business potential of mobile marketing attracts researchers from various fields to contribution to the growing body of knowledge in the phenomena. Although the literature on mobile marketing is accumulating, the stream of research is still in the development stage, hence is highly inconsistent and fragmented. Their paper aims to organize and classify the order to facilitate future research. The review covers 255 peer-reviewed journal articles from 82 journals published between 2000 and 2008. Their resulting framework summarizes the progress in mobile marketing research and provides future research directions.

Joel Latto-(2014)⁴, state that the mobile devices have become increasingly important marketing channel in re-cent years for all kinds of organizations. They allow marketers to bring forward relevant marketing information for the consumers based on location, purchase history, time and technology available. He considers to some objectives Push- and pull-marketing, SMS and MMS. He concluded the everyday technology we use has not just mobilized, but merged into a single device we carry with us at all times: the mobile phone. Because of this we are now almost dependable of one, highly personal gadget, which has defined the way we communicate with each other.

Mohammed Rizwan Alam, Mohammad Abu Faiz and Mohammed Zia Aftab (2015)⁵ surveyed mobile marketing has emerged as one of the compelling channels of interactive communication mode between company and consumer. The message through such medium varyingly influences the buying intention. In this backdrop, the purpose of this research is to study the consumer's buying intention based on independent variables, such as information. The method is exploratory in nature using interview questionnaire for a sample size of one hundred from Dubai. Their key finding suggests that most of the mobile marketing positively influences buying intention in terms of convenience, brand image,

² Haghirian, P., Kyushu Sangyo, Madlberger, M and Tanuskova, A.(2005), "Increasing Advertising Value of Mobile Marketing - An Empirical Study of Antecedents" *IEEE Computer Society Washington* DC, USA, 2005.

³ Kaan Varnali, Aysegul Toker(2010), "Mobile marketing research: the-state-of-the-art", *International Journal of Information Management*, 2010. pp.43-66

⁴Joel Latto(2014), "Mobile Marketing and implementations", *University of Jyväskylä Department of Computer Science Bachelor's Thesis Information system*. pp. 33.

⁵ Mohammed Rizwan Alam, Mohammad Abu Faiz and Mohammed Zia Aftab(2015), "Mobile marketing: A study of Buying Intention", *British Journal of economics, Management & Trade*, volume No 7, issue No 3, pp 218-226.

information sufficiency, while imitation or noise and payment security are taken as inhibiting elements. They are concluded mobile marketing is one of the effective marketing channels, which is directed towards the target customer, highly penetrating and interactive in nature.

Percentage Analysis:

Table 1
Descriptive Statistics

Variables	Classification	Number	Percentage
Gender	Male	56	56.0
	Female	44	44.0
Age	Below 20 years	30	30.0
	21-25 years	41	41.0
	26-30 years	19	19.0
	Above -30 years	10	10.0
Educational Qualification	Up to school level	22	22.0
	UG/PG	17	17.0
	M.Phil / Ph.D	34	34.0
	Professional	19	19.0
	Others	8	8.0
Occupation	Students	32	82.0
	Employee	40	12.0
	Businessman	22	4.0
	Professional	6	2.0
Marital status	Married	24	24.0
	Unmarried	76	76.0
Monthly Income (in rupees)	Below-10000	28	28.0
	10000-15000	40	40.0
	15001-20000	8	8.0
	Above-20000	24	24.0

Type of Mobile Phone	Android mobiles	84	84.0
	Basic model mobiles	16	16.0
Purpose of receiving Call / SMS	Insurance	10	10.0
	Loans	10	10.0
	Credit card	18	18.0
	Exam classes	16	16.0
	Others	46	46.0

* Source: Primary data

From the above table reveals that majority of the respondents are male and they are 21-25 years old. Most of the youngsters are having M.Phil and Ph.D degree and they are working as a employees. Majority of the youngsters are unmarried and their monthly income is Rs.10000 -15000. Most of the youngsters are using Android mobiles and they are receiving calls and SMS from others that include the Telecom companies and other company advertisement.

Table -2
INFLUENCING FACTORS OF MOBILE MARKETING
Weighted Average Rank

Factors	Mean	Rank
SMS	4.53	1
MMS	3.23	7
Push notifications	3.49	5
APP-Based Marketing	3.79	4
In-game Mobile Marketing	4.23	2
Mobile Web Marketing	3.98	3
QR-Codes	3.19	8
Location-Based Service	3.43	6

* Source: Primary data

From the above table reveals that SMS (4.53) is the first influencing factor of mobile marketing and the second influencing factor is in game mobile marketing (4.23). The third and fourth rank is mobile web marketing (3.98) and App-based Marketing (3.79). Push Notification (3.49) and location based service

(3.43) are scoring fifth and sixth rank respectively, seventh rank goes to MMS (3.23) and finally QR-codes got the last rank for the influencing factor of mobile marketing. Hence the SMS got the first rank as the most influencing factor of mobile marketing.

Figure 1
INFLUENCING FACTORS OF MOBILE MARKETING



*Source: Primary data

Table - 3
PERCEPTION ABOUT MOBILE MARKETING
Weighted Average Rank

Factors	Mean	Rank
Useful	4.30	1
Wastage of Time/disturbing	3.50	6
Not having any signification	3.49	7
Informative	3.78	2
Convincing	3.49	7
Likable	3.64	5
Interesting	3.70	3
Entertaining	3.69	4

*Source: Primary data

From the above table shows that most of respondents are perception about mobile marketing is useful (4.30) to them and that score a first rank. The second rank goes to informative (3.78). The third and

fourth rank is Interesting (3.70) and Entertaining (3.69). Fifth and sixth rank goes to likable (3.64) and wastage of Time / Disturbing (3.50), and finally the last rank goes to the statements like not having any signification (3.49) and convincing (3.49). Hence the majority of the respondents rank that mobile marketing are useful to them.

Table- 4
Perception about Mobile marketing Messages
Weighted Average Rank

Factors	Mean	Rank
I like SMS advertisement	4.07	1
Its informative	3.94	3
Attractive schemes are available & up to date information are available	3.93	4
Mobile is the only option I have to update my self	3.62	7
I can inform others	3.77	5
It's cheaper option	3.70	6
Having more confidence while purchasing Product	3.48	9
It helps me a lot	3.97	2
Initiate to purchase product on the basic of advertising	3.53	8

*Source: Primary data

From the above table point out that most of respondents agrees that they like SMS advertisement (4.07) and that score the first rank. It help me a lot (3.97) got the second rank. Its informative (3.94) and attractive schemes are available & up to date information are available (3.93) are got the third and fourth rank respectively. And finally initiative to purchase product on the basic of advertising (3.53) have secure the last mean score. Hence the majority of the respondents state that they like SMS advertising and that got the first rank.

Table - 5

AGE AND LEVEL OF LIKABLE TOWARDS MOBILE MARKETING
Cross Tabulation

Age	Mobile Marketing			Total
	Like	Moderate	Dislike	
Below 20 years	44 (59.5%)	6 (50%)	8 (57.1%)	58
21-25 years	22 (29.7%)	4 (33.3%)	6 (42.9%)	32
26-30 years	4 (5.4%)	2 (16.7%)	0 (0.0%)	6
Above 30 years	4 (5.4%)	0 (0.0%)	0 (0.0%)	4
Total	74	12	14	100

*Source: Primary data

From the above table reveals that among the total respondents 59.5 % of respondents who are in the age group of below 20 years are like the mobile marketing, 29.7% in respect of 21-25 years, 5.4% in the category of 26-30 years and 5.4% of respondents whose age is above 30 years are like mobile advertising. Hence the majority of the respondents whose age is below 20 years are like the mobile marketing.

HYPOTHESIS

H_0 : There is no significant association between age and level of likable towards mobile marketing.

H_1 : There is a significant association between age and level of likable towards mobile marketing.

Table-6

AGE AND LEVEL OF LIKABLE TOWARDS MOBILE MARKETING**Chi – Square Test**

Factor	Chi-Square	Degree of Freedom	P Value	Remark
Pearson Chi-Square	5.367 ^a	6	.498	Not Significant

The above table reveals that P value (0.498) is more than the significant value (0.05). Hence the null hypothesis is accepted. So there is no significant relationship between age and level of likable towards mobile marketing.

Table-7**OCCUPATION AND LEVEL OF LIKABLE TOWARDS MOBILE MARKETING****Cross Tabulation**

OCCUPATION	Mobile Marketing			Total
	Like	Moderate	Dislike	
Student	62 (83.8%)	6 (50.0%)	14 (100.0%)	82
Employee	8 (10.8%)	4 (33.3%)	0 (0.0%)	12
Business man	2 (2.7%)	2 (16.7%)	0 (00.0%)	4
Professional	2 (2.7%)	0 (00.0%)	0 (00.0%)	2
Total	78	14	8	100

*Source: Primary data

From the above table proves that among the total respondents 83.8% of respondents who are students are like the mobile marketing, 10.8% in respect of employees, 2.7% in the category of businessman and professionals are like the mobile marketing. No one in the category of employees, businessmen and professionals are disliking the mobile marketing. Hence the majority of the respondents who are in the category of students are like the mobile marketing.

HYPOTHESIS

H_0 : There is no significant association between occupation and level of likable towards mobile marketing.

H_1 : There is a significant association between occupation and level of likable towards mobile marketing.

Table - 8
OCCUPATION AND LEVEL OF LIKABLE ABOUT MOBILE MARKETING
Chi-Square Test

Factors	Chi-Square	Degree of Freedom	P Value	Remark
Pearson Chi-Square	14.570 ^a	6	.022	Significant

The above table reveals that P value (0.022) is less than the significant value (0.05). Hence the null hypothesis is rejected. So there is a significant relationship between occupation and their level of likable about the mobile marketing.

FINDINGS:

- ❖ The majority of the respondents are (56%) male.
- ❖ The majority of the respondents (41%) are in the age group 21-25 years.
- ❖ The majority of the respondents are (40%) employees.
- ❖ The majority of the respondents are (34%) having M.Phil / Ph.D. degrees.
- ❖ The majority of the respondents are (76%) unmarried.
- ❖ The majority of the respondents are (40%) earned Rs.10000-15000 as their monthly income.
- ❖ The majority respondents are (84%) are having android phones.
- ❖ The majority of the respondents are (46%) receiving calls from others that include Telecom companies and other company advertisements.
- From the above table reveals that SMS (4.53) is the first influencing factor of mobile marketing and the second influencing factor is in game mobile marketing (4.23). The third and fourth rank is mobile web marketing (3.98) and App-based Marketing (3.79).
- From the above table shows that most of respondents are perception about mobile marketing is useful (4.30) to them and that score a first rank. The second rank goes to informative (3.78). The third and fourth rank is Interesting (3.70) and Entertaining (3.69).
- From the above table point out that most of respondents agrees that they like SMS advertisement (4.07) and that score the first rank. It help me a lot (3.97) got the second rank. Its informative (3.94) and attractive schemes are available & up to date information are available (3.93) are got the third and fourth rank respectively.
- The null hypothesis is accepted. So there is no significant relationship between age and level of satisfaction level.s
- The null hypothesis is rejected. So there is a significant relationship between educational qualification and their level of willingness about the mobile marketing.

SUGGESTIONS:

The study reveals that majority of the young customers overall awareness level towards mobile marketing is very low. And this study is also proves that SMS, game mobile marketing, mobile web marketing and app based marketing are the most influencing factor of mobile marketing. So the mobile marketing companies try to concentrate in this areas then it will reach the young consumer easily.

CONCLUSION:

Those marketers who create a full mobile experience for their consumers-with apps, optimized mobile sites mobile loyalty programs, employing targeting like location, allowing sales on mobile devices etc, are really experiencing the power of mobile along the purchase funnel.

-SHERYL DAIJA

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. This study finds that only a part of respondent's state that mobile marketing is useful to them and they feel it is a informative one. But remain part feel that the mobile marketing is not useful to them. So the mobile marketing companies do some creative work regard this then that will be easily reach to young customers.

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