

An Investigation on Consumer Perception and Amp; Acceptance of Mobile Marketing: The Case of Young Customer in Delhi NCR

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ABSTRACT

This study related to marketing with the help of mobile phones will help the brand managers to communicate with the customers through SMS, MMS and other available services. "Today's youngsters are tomorrow's consumer" – this fact should be considered by every marketer. There is a need to prepare youngsters to consider different consumption patterns. This is done with the aim to empower young consumers to capture the market scenario through new products and marketing strategies. On the other hand, producers have powerful resources to change the attitude of young consumer, and therefore, the consumers or youngsters cannot adopt defensive strategies. The competition faced by these producers is high that they must adopt a new and improved way of marketing through which they can survive in competitive market. Marketers have to ensure that they reach the core customers while marketing their product. Nowadays, mobile marketing is a very influencing factor that easily attracts the consumer toward the product. Younger consumers are mostly using mobile marketing. Therefore, mostly the companies are targeting the younger consumer. On the basis, we are studying on the perception and accepting of mobile marketing among the younger consumers.

Keywords: mobile device, mobile marketing young consumer

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INTRODUCTION

According to the pre-existing information, prior studies on consumer behavior toward mobile marketing are disperse and disintegrated. The prior studies are dispersed and disintegrated due to focusing on the limited area of consumer behavior. However, in this study, the researchers carry out research or study into the consumer preference and attitude of youngsters toward the mobile marketing.

In recent years, mobile marketing has offered new opportunities for stakeholders in the field of marketing to communicate with youngsters in an effective manner. These channels increase the possibilities to reach young consumers by allowing personalization of the content and context [1].

Nowadays, marketers are taking mobiles phones as very appealing tools for advertisement among young consumers. With the help of this tools, they can easily change the attitude of a youngster toward a product. It is taken as an interactive marketing in which marketer can easily receive the feedback of a consumer.

Marketers continuously adjust and upgrade their marketing strategies and tactics to efficiently match youngsters' evolving habits and behavior [2]. Adoption of mobile devices is rising with efficient manner in youngsters. Nowadays, the number of users of mobile phones is increasing exponentially. Mobile device is considered as the most appearing personal item in the world and the concept of

appearing has arrived. Innovation of a business is related to integration with e-commerce in their marketing activities; now see mobile marketing as the next exciting opportunity that will enable them to reach their young consumer through a new communication channel.

Mobile marketing is a tool to perform marketing with a mobile device. Mobile marketing can also be defined as “the use of the mobile as a medium of marketing communication” and “distribution of any kind of promotional or advertising messages to customer through wireless networks”.

Mobile marketing is commonly known as wireless marketing, although viewing advertising on a computer connected to a home local area network is not considered mobile marketing. It is out of the area of mobile marketing [3].

Mobile marketing is a wide term and often used quite loosely when thinking about mobile advertising or mobile commerce. These terms have been partially superimposed due to development and rapid growth of electronic commerce (e-commerce), which led to the emerging of m-commerce.

Mobile devices have a major impact on communication mix as appear in three areas: direct marketing, advertising and sales promotion. Mobile advertising offers marketers the potential to promote products and services in a personalized and interactive way. Advertising content can be personalized based on a combination of parameters, such as demographic profile, customer purchasing behavior, situation and location. Sales promotion includes the promotion of offers to consumers so that they get attracted toward the product. Direct marketing relates to interactive marketing and mobile marketing, is also directly related to interactive marketing.

Mobile services and marketing have become powerful source for communicating and distributing advertisement. Marketing activities with mobile device provide companies an opportunity to communicate with the young consumers anywhere anytime. Internet has been used as an effective and efficient tool by companies for managing and building consumer relationship with the help of mobile internet. The marketing potential of the mobile devices also has, probably mobile medium has more potential opportunities for marketing than new media [4].

Some of the useful and effective types of mobile marketing include:

- **SMS marketing:** Sending short text messages to consumers to change the attitude toward a brand.
- **MMS marketing:** Instead of sending simple text messages, companies decide for MMS marketing. It is believed by a marketer that it makes better impression on the consumer as it involves the use of sound, video and image.
- **PPC (Pay per Call) Mobile Marketing:** In this approach, customers have to perform certain actions like making a phone call usually with the provided number that the ad gives.
- **Push Notifications:** Push notification technique was first introduced by Apple in smartphones with the advent of the iPhone in 2007. After that, they were popularized with the Android operational system, where the notifications are shown on the top of the screen. With the help of this technique, the owner of application directly communicates with their end user in effective and simple way.
- **Mobile Banner Ads:** You see an advertisement on the screen of mobile phone. Marketers use this technique for their own creative and innovative purpose.

- **Mobile Web Marketing:** Advertising on web pages used in mobile phone by a consumer is an option for marketing. The Mobile Marketing Association provides a set of standards and guidelines that give the recommendation to companies for ad presentation, and metrics used in reporting.

OBJECTIVES OF THE STUDY

- To study the awareness of mobile marketing among youngsters.
- To study the response of youngsters toward the preference and acceptance of mobile marketing.
- Identifying the attributes of mobile marketing that affect the attitudes of young consumers toward mobile marketing.

SCOPE OF THE STUDY

Youngsters of today are knowledgeable, and they know what they want. Young consumers never compromise with the product quality used by them. They have all the information about different brands and competition between these brands. They ensure that they are never exploited by these competitors. The paper intends to study the impact of mobile marketing on youngsters and measure the youngster's perception and attitude toward mobile marketing. The audience target by this study is younger consumer, i.e. the people in the age group of 18–30.

ANALYTICAL TOOLS

Simple statistical tools have been used in the present study to analyze and interpret the data collected from the field. The study has used percentiles method and the data are presented in the form of tables and diagrams

Data Analysis and Interpretation

Q1. Have you ever received any advertisement on your mobile phone?

a) Yes

b) No

Table 1. Advertisement on your mobile phone.

	No. of respondents	Percentage
a. Yes	213	91.03
b. No	21	8.97
Total	234	100

Interpretation

It is analyzed that 91.03% of youngsters have received an advertisement on their mobile phones, while 8.97% says that they have not received any advertisement on their phones. This analysis explains that there are few youngster users who have not received any advertisement but majority of them have received advertisement on their phone figure 1 (Table 1).

Q2. Do you receive any call/SMS of promotion?

a) Yes

b) No

Table 2. Any call/SMS of promotion.

	No. of respondents	Percentage
a. Yes	187	79.92
b. No	47	20.08
Total	234	100

Interpretation

It is analyzed that 79.92% of youngsters have received call/SMS of promotion and rest of the 20.08% has not received any call or SMS of promotion, which shows that a lot of younger consumers are using the mobile marketing even they did not receive any call or SMS for any product or service figure 2 (Table 2).

Q3. Which types of product/service advertisement you get?

a. FMCG

b. Insurance

c. Loans

d. Credit card

e. Other (mobile plans, job related)

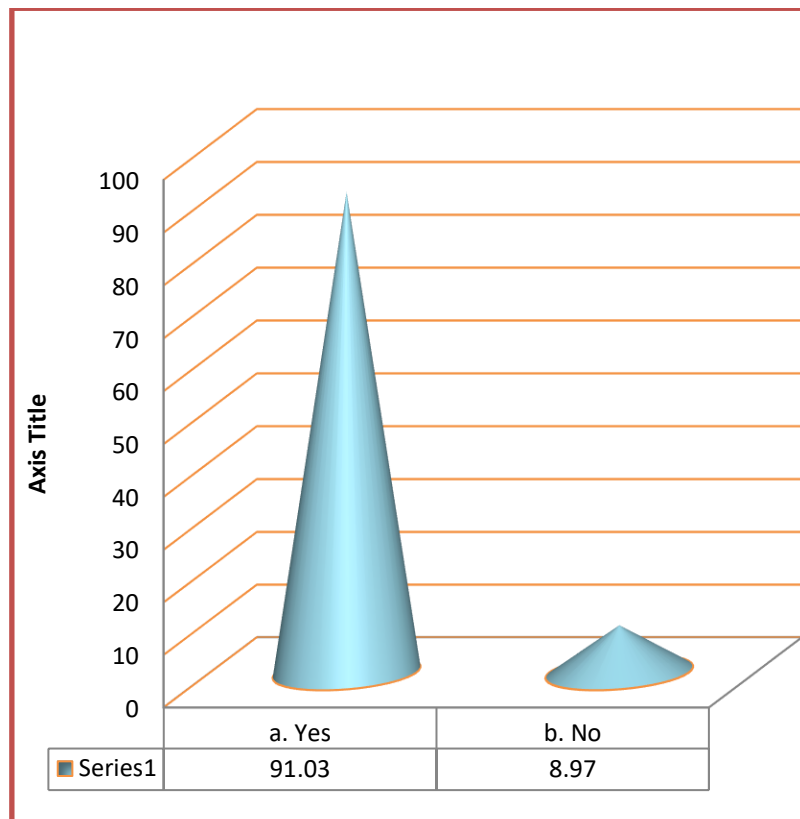


Fig. 1: Advertisement on your mobile phone.

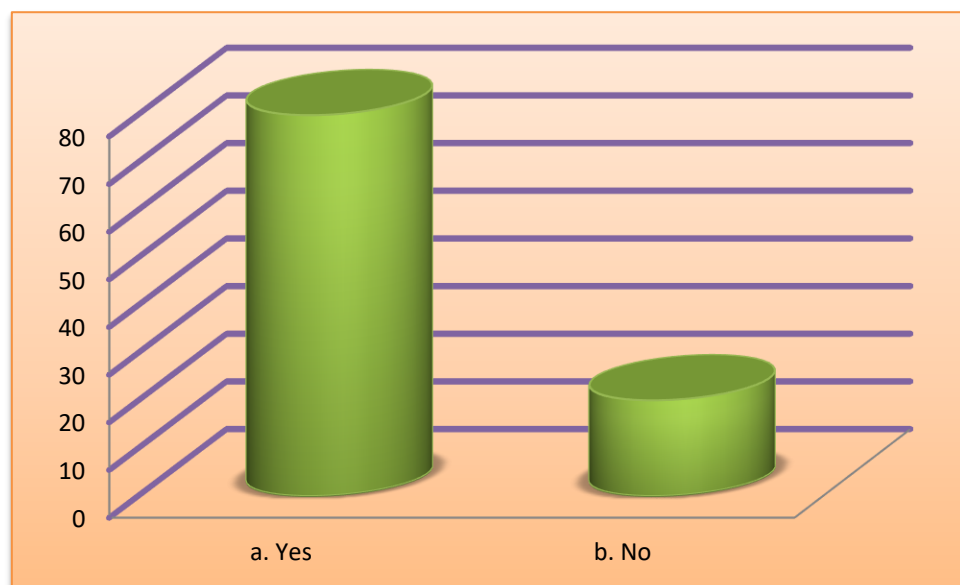


Fig. 2: Any call/SMS of promotion.

Table 3. Types of product/service advertisement.

	No. of respondents	Percentage
a. FMCG	35	14.95
b. Insurance	48	20.51
c. Loans	34	14.52
d. Credit card	64	27.35
e. Other	53	22.67
Total	234	100

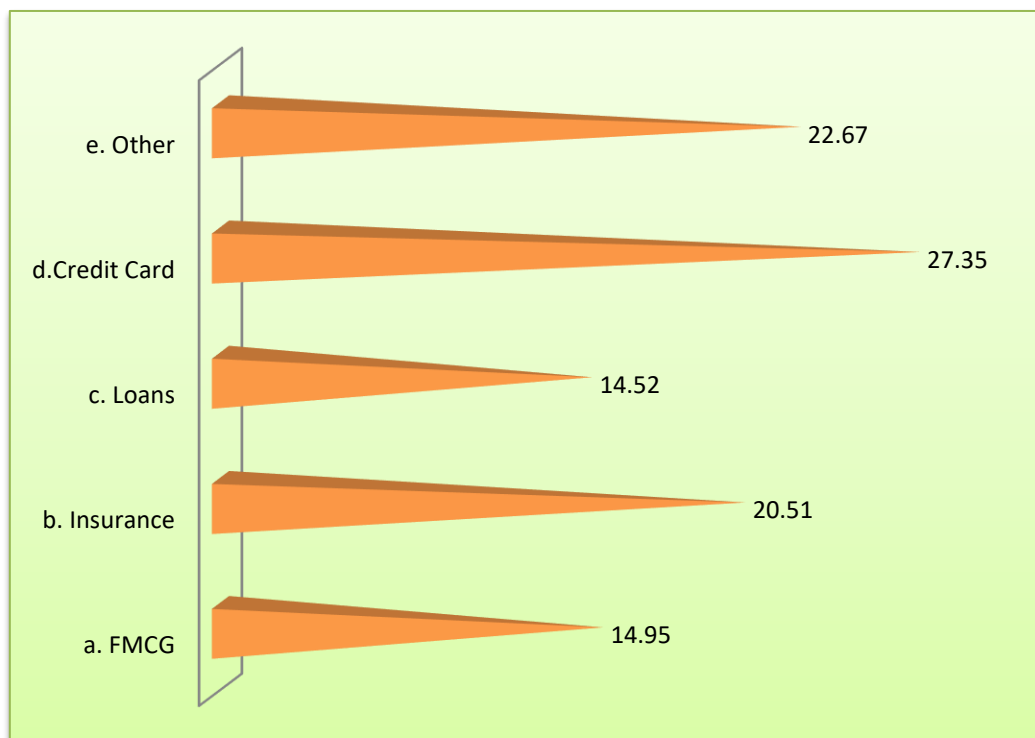


Figure 3. Types of product/service advertisement.

Interpretation

It is analyzed that 14.95% youngsters receive calls/SMS of FMCG products, 20.51% insurance type of calls or SMS, 24.52% loans, 27.35% respondents receive SMS or calls for credit card, and 22.67% of youngsters get other types of SMS/calls (Table 3) figure 3.

Q4. Do you like to have more messages and want to purchase product on the base of mobile ads?

- a. Yes
- b. No

Table 4. Like more messages.

	No. of respondents	Percentage
a. Yes	129	55.12
b. No	105	44.88
Total	234	100

Interpretation

Based on the above data, it is analyzed that 44.88% of youngsters do not want to purchase product based on mobile marketing and 55.12% wants to purchase product on the basis of mobile marketing (Table 4) figure 4.

Q5. Which medium of marketing influences you the most?

- a) Mobile
- b) Print
- c) TV ad
- d) Other

Table 5. Medium of marketing.

	No. of respondents	Percentage
a. Mobile ads	132	56.41
b. Print media	34	14.52
c. TV ads	54	23.06
d. Other	14	6.01
Total	234	100

Interpretation

It is analyzed that youngsters are mostly influenced by TV ad, i.e. 23.06%; 56.41% is influenced by mobile; 14.52% by print; and 6.01% is influenced by other media of marketing (Table 5) figure 5.

Q6. Which type of mobile marketing practices influence you the most?

- a) SMS
- b) Flash SMS
- c) Call
- d) Apps
- e) Social media

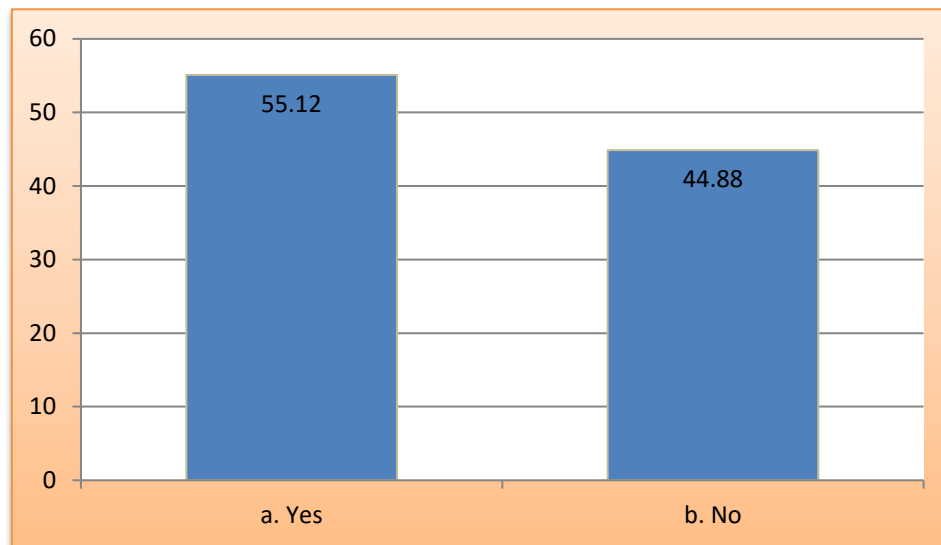


Fig. 4: Like more messages.

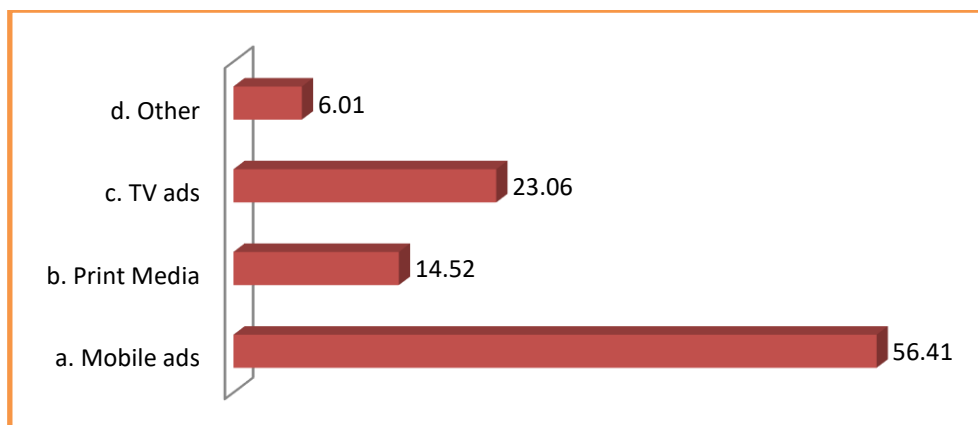


Fig. 5: Medium of marketing.

Table 6. Types of mobile marketing.

	No. of respondents	Percentage
a. SMS	29	12.39
b. Flash SMS	42	17.94
c. Call	23	9.82
d. Apps	32	13.67
e. Social media	108	46.18
Total	234	100

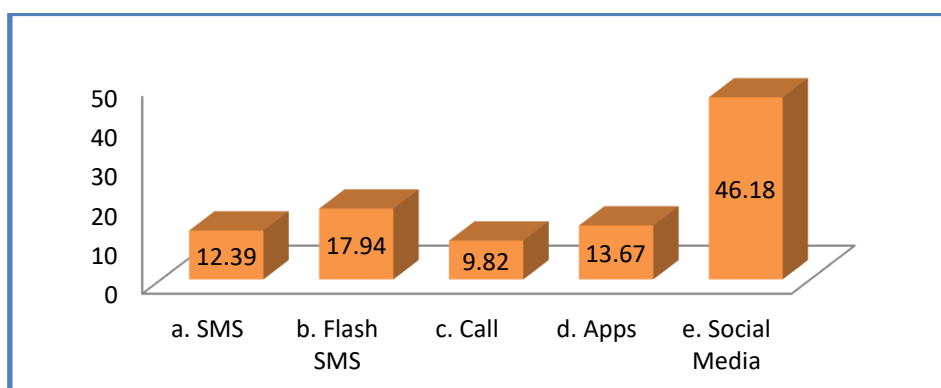


Fig. 6: Types of mobile marketing.

Interpretation

It is analyzed that social media mobile marketing influences youngsters the most, i.e. 46.18%; 17.94% of youngsters are influenced by flash SMS; 12.39% youngsters influenced by SMS marketing; 9.82% influence by the call marketing; and the rest 13.67% of youngsters are influenced by apps (Table 6) figure 6.

Q7. Select the product for which you like mobile marketing.

- Apparels
- Mobile plans
- Tours and tourism
- Furniture
- Hotels and restaurants

Table 7. Product for which you like mobile marketing.

	No. of respondents	Percentage
a. Apparels	43	18.37
b. Mobile plans	56	23.93
c. Tours and tourism	76	32.47
d. Furniture	23	9.82
e. Hotels and restaurants	36	15.41
Total	234	100

Interpretation

It is analyzed that 23.93% of youngsters selected mobile plans for which they like mobile marketing. 18.37% selected apparel as the product for which they like mobile marketing. 32.47% selected tourism as a product for which they like mobile marketing. 9.82% selected furniture. 15.41% selected hotels and restaurants as the product for which they like mobile marketing (Table 7) figure 7.

Q8. Do you find mobile marketing as a trustworthy source of information?

- Yes
- No
- Not sure

Table 8. Mobile marketing as a trustworthy source.

	No. of respondents	Percentage
a. Yes	154	65.81
b. No	45	19.23
c. Not sure	35	14.96
Total	234	100

Interpretation

It is analyzed that 65.81% of youngsters think that mobile marketing as a trustworthy source of information while 19.23% thinks that mobile marketing is not a trustworthy source of information. The rest of them are not sure about that the mobile marketing is a trustworthy source of information or not (Table 8) figure 8.

Q9. How do you currently respond to receiving calls on mobile for advertising?

- Ignore it immediately
- Search for it
- Respond immediately
- Like to respond

Table 9. Response to mobile advertisement.

	No. of respondents	Percentage
a. Ignore it immediately	65	27.77
b. Search for it	87	37.18
c. Respond immediately	45	19.23
d. Like to respond	37	15.82
Total	234	100

Interpretation

It is analyzed that 27.77% of youngsters ignore the call immediately on mobile for advertising, while 37.18% of them search for it, 19.23% responds immediately, and 15.82% likes to respond. This helped to analyze that the majority of youngsters ignore the calls immediately (Table 9) figure 9.

Q10. What do you think are the benefits that are brought to you by accepting advertisements through a mobile phone?

- It offers discount to products/services
- It fulfills your need at the time of receiving
- It is personalized to your specific location
- You can read it at anytime
- You can share the message to other people

Interpretation

It is analyzed that 28.63% of youngsters think that accepting advertisements

through a mobile phone offer them discounts on products/services by accepting advertisement through mobile. 22.23% thinks that it fulfills their need at the time of receiving it. 17.52% thinks that

it is personalized to their specific location. 20.94% thinks that they can read it any time and 10.68% thinks that the message can be shared to others (Table 10) figure 10.

Table 10. *Accepting advertisements through a mobile phone.*

	No. of respondents	Percentage
a. It offers discount to products/services	67	28.63
b. It fulfills your need at the time of receiving	52	22.23
c. It is personalized to your specific location	41	17.52
d. You can read it at anytime	49	20.94
e. You can share the message to other people	25	10.68
Total	234	100

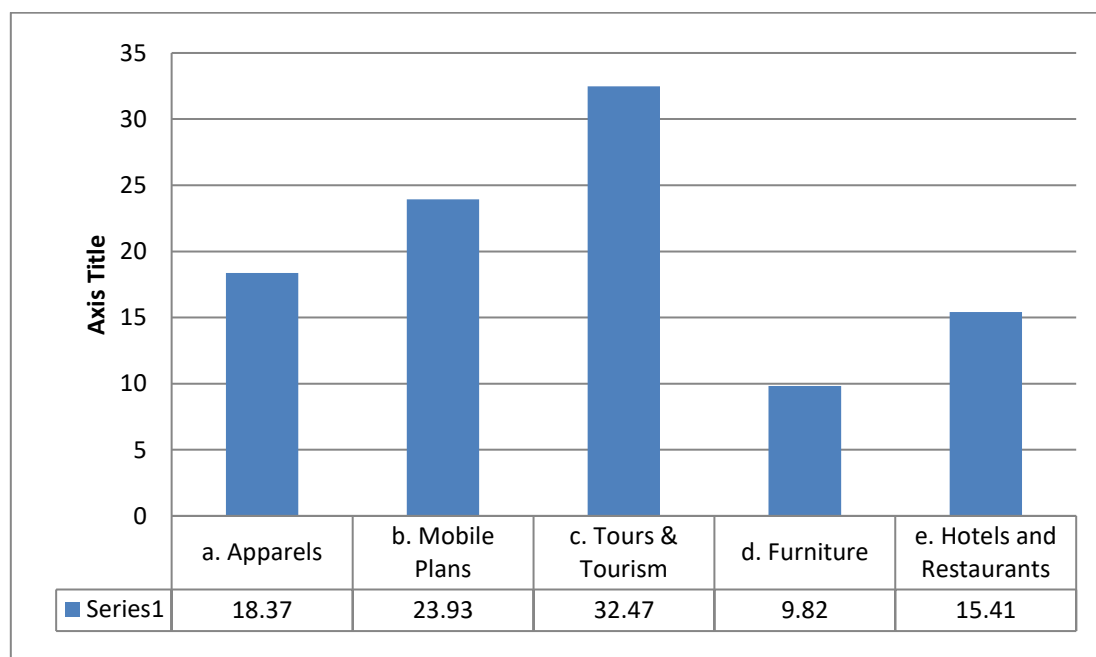


Fig. 7: *Product for which you like mobile marketing.*

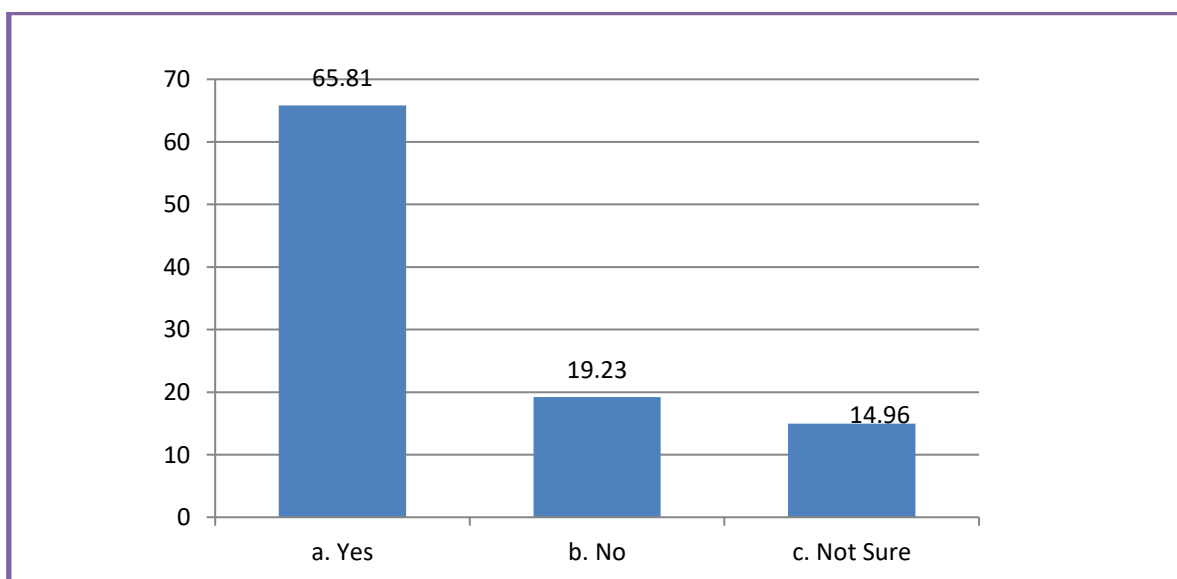


Fig. 8: *Mobile marketing as a trustworthy source.*

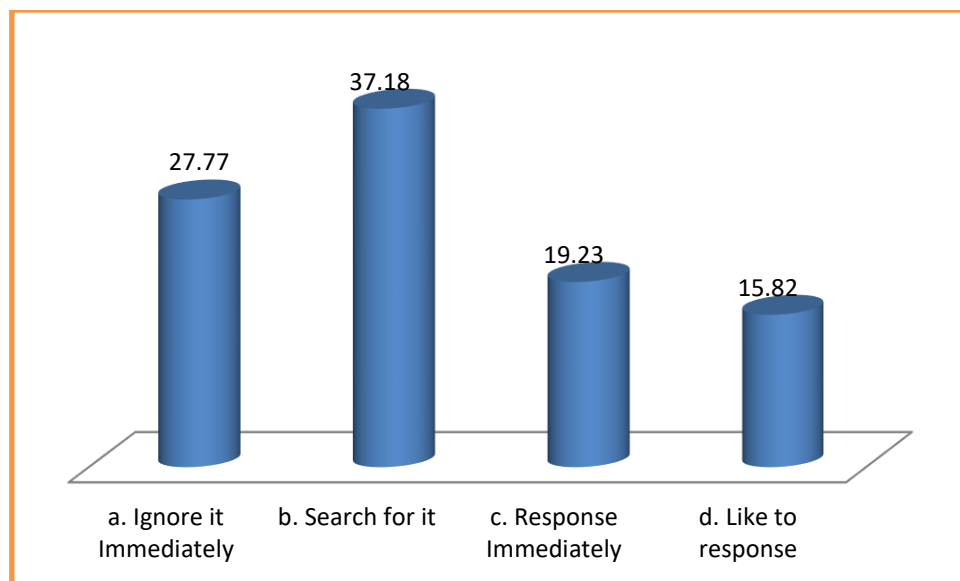


Fig. 9: Response to mobile advertisement.

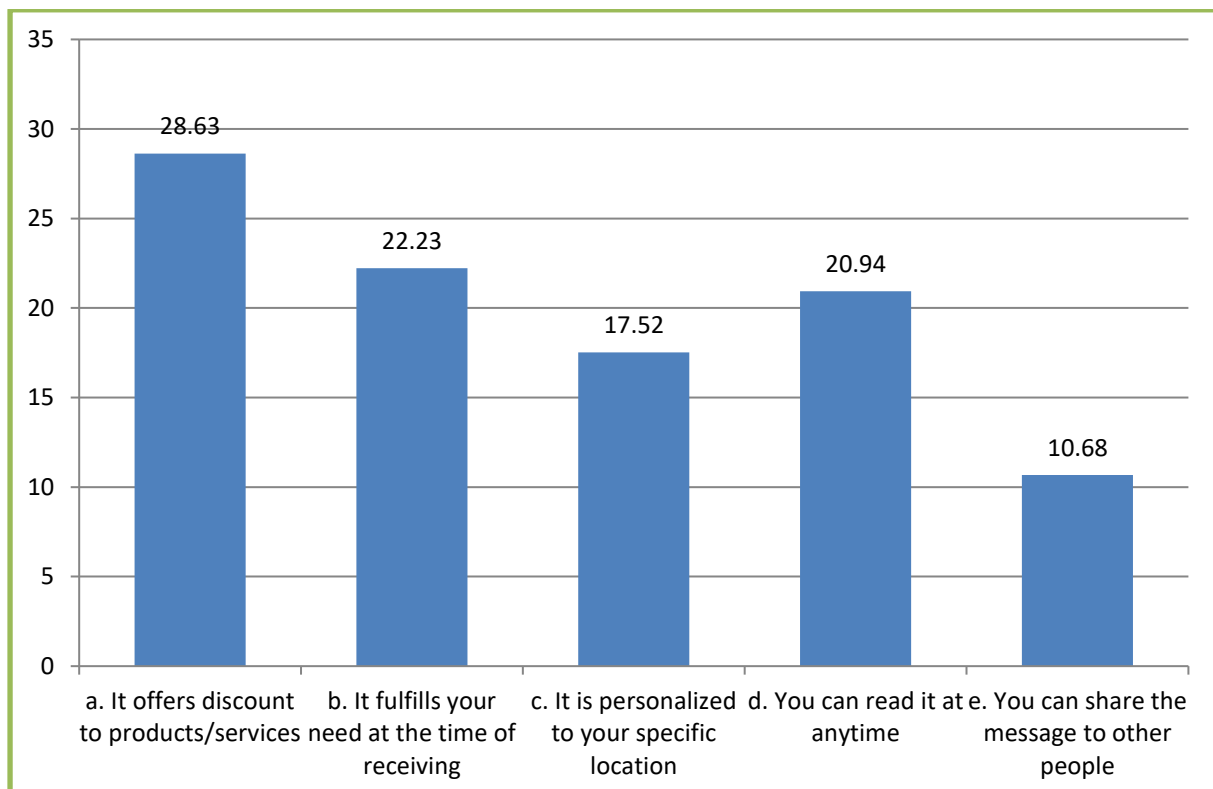


Fig. 10: Accepting advertisements through a mobile phone.

FINDINGS

- Most of the youngsters use smartphone, which help to enhance the marketing through social media, which is mostly accepted by a consumer.
- Younger consumers are single and students, so the mobile marketing using its tools, i.e. social platforms, flash SMS, apps, easily influences them.
- Findings of the study show that most of the youngsters get advertisements on their phones through the call/SMS, which tells that they are aware about the mobile marketing and about the product being marketed through mobile.

- Majority of youngsters like to receive the calls and respond the calls immediately of advertising and majority of them are happy to accept the messages on their phones which shows positive impact that they are happy to accept it.
- Youngsters do not rely on the SMS because they might think that there are always some conditions apply which they do not disclose. Therefore, they check through own resource to accept those mobile marketing content.
- Youngsters like to read the SMS, but they rarely go through it for mobile marketing because they generally feel that it will cost more, and an amount will charged. That might be the main reason they ignore the SMS on the immediate basis.
- Most youngsters find mobile marketing as a trustworthy source of information, which also shows that they are more influenced by it and their purchasing power has influenced by it.
- Youngsters want to make purchase based on mobile, which shows that they are ready to accept it.
- According to young consumers, mobile marketing helps to get great deal and makes better purchase decision to them.
- Younger consumer mostly likes the mobile marketing of tour and tourism, because they may like to travel to different places.
- Marketer can introduce new schemes to customers if they feel that a service can be useful for the customer, but the customer is not aware about that service or not using it.
- Make people aware about the security feature, as many respondents do not have security-enabled mobile phone.
- To increase the brand recall, marketer can use other tools for the advertisement because if mobile marketing is done on frequent basis, then it gives negative impression.
- Bifurcate the information based on customer's gender and occupations which is used for mobile marketing and providing them only the messages of their interest.
- Enhancing customer loyalty is the best way which can be achieved through mobile marketing by providing them services as per their choice.
- To optimize web content for mobile search so that when a youngster uses mobile search to ask a question, they find their answer easily and quickly via companies' mobile site.
- Make it easy for consumers to find promotional offers and product information on mobile site.

RECOMMENDATIONS

- If a customer is already using some services, then marketers must provide him/her that services and try to cross-sell other services which are not used by them.
- Service providers can increase mobile marketing for the mobile recharging schemes as preference toward that option is more than other options of mobile marketing.

LIMITATIONS

As with any empirical investigation, this study has some limitations that should be noted. The first limitation of this study is employing only mobile advertising users as a sampling population. Although current or past users of mobile advertising provide more accurate information about how they accepted mobile advertising, it limits the generalizability of this study.

- The sample unit studied is only 250 dues to time constraints.
- The study is conducted only in limited area, i.e. Delhi/NCR.
- The study is conducted only for a period.

CONCLUSION

To conclude, mobile marketing can be viewed as the next generation of

corporation promotional medium, to extend its communication interactions and interface with its customer base. One purpose to require notice is that the event of mobile selling is pivoted by the fast development of mobile device technologies in terribly short amount. Hence, mobile marketers should perpetually update the present mobile technologies thus, that they can provide the best technology available to their young customers. By doing so, end users will benefit and can enjoy the technology and service available.

- Mobile marketing technology is an incredibly affordable tool for the tech savvy youngsters.
- 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 youngsters provide 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.

- To come to the point, the mobile phone is rapidly becoming a practical direct marketing channel. There are some factors playing a role in increasing and improving mobile commerce. Besides mobile service quality that recreation worth, info worth and advertising content communication are several the strongest drivers of the acceptance of the movable as a selling tool.

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