



EFFECT OF MOBILE MARKETING ON YOUNGSTERS IN GORAKHPUR REGION

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ABSTRACT

The paper explores various ways which shows that up to which extent mobile marketing has affected the youngsters in India. The use of mobile phones in youngsters has opened the door of opportunities for marketers to market their product easily using mobile phones. Youngsters feel attracted towards the mobile marketing. They are more conscious about knowing all the trends and technology and accepting them in their daily lives. This is due to the reason that they get to know about each product and services on their phones via sms, emails, various apps, etc.

The acceptance of mobile phones by people has created the need for understanding the trends of mobile marketing. Youngsters are eager to know more and more about newly launch product and services. Mobile which is a very personal device is helping them a lot in knowing all about the developments. The popularity of mobile phones has resulted in mobile-based advertising and promotions that mainly target the youth. The mobile medium is used by marketers as an additional and effective channel to present marketing communication strategies. Today youngsters are able to find about everything in just one click by using their mobile devices. The study helps in knowing different perspectives of youngsters towards mobile marketing.

Keywords: Mobile marketing, Youngsters, Mobile Phones, Technology, Marketing Communication.

INTRODUCTION

India is the world's second-largest telecommunications market, with around 1.19 billion subscribers as of October 2018. We live in a world where technology is developing day by day. One of the best technological development is emergence of mobile phones and digital technologies. They are playing a vital role in our lives. Today, maximum people are using mobile phones or can say android mobile phones. The mobility has opened the door for marketers to market their products and services through various means such as SMS, emails, apps, websites, etc.

The way of introducing marketing has changed in 21st century. Mobile phones have become the best source for direct marketing that costume direct asses to vendee. In India 58% of the marketers consider mobile as a very important channel while 47% says it has proven to be a very effective marketing channel (Mobile Marketing Association). Mobile marketing is a multitude tunnel through which marketers vend their product or services through mobile or smart phones. It also consists of ads that can emerge on the smart phones. It empowers advertisers to reach the targeted audience immediately with fewer budgets. The epoch of wireless marketing has arrived with greater scope as the youths are fast adopting the changes in technology.

Every one now days uses mobile phones and these mobile phones have gained much more importance than huge personality statement. This rapid switch has let the businesses to recognize the value of smart phones and its effectiveness in the business growth. Mobile has become a two way communication link for the sellers and the buyers. It helps in bridging the gaps between the seller and the buyer. Marketing managers found mobile phones highly effective way to communicate with the market. They found it easy as well as cheap.



MOBILE MARKETING:-

It is a way of marketing through wireless networks. It refers to the process of marketing when done through mobile phones/tablets. As defined by Andreas, Mobile Marketing is “any marketing activity conducted through an established network to which consumers are constantly connected using a personal mobile device.”

Mobile marketing can not only be done through mobiles but also through other digital technologies such as E-readers or tablets. It helps the marketers to remain connected to their customers 24/7. Mobile marketing helps to both the marketers and the customers for effective marketing process.

LITERATURE REVIEW

- Kadyamatim, A., Donga, G., Zindiye, S. and Chibonda, T. (2018). “Consumer Acceptance of Mobile Marketing through Mobile Phones: A Case Study of South African University Students” finds that continuous growth in consumers’ mobile phone acceptance has provided opportunities to the marketers to reach and serve customers through the mobile phones.
- Shabhu, K., Nandakumar, A. and Nandakumar, A. (2016). “Youngsters Attitude towards Mobile Marketing”. Bonfring International Journal of Industrial Engineering and Management Science, 6(3), pp.100-102 finds that Marketing with the help of mobile phones help the brand managers to communicate with the customers through SMS, MMS and other means. Considering the fact that today’s youngsters are tomorrow’s consumers, the researcher finds that marketing has influenced the youngsters’ purchasing decision.
- “Attitude towards Mobile Advertising: A Study of Indian Consumers”, Plavini Punyatoya and Pattanayak Durgesh (2011): The study finds different factors that affect consumer acceptance of mobile advertising in India. It was seen that message credibility, consumer perception of message customization and its content, and consumer’s capability to use mobile devices have positively influence their attitude towards acceptance of mobile marketing. But consumer inertia negatively influence consumer mobile advertising acceptance. So, firms need to focus on these four factors while selecting mobile as their advertising medium. They need to build a customized message for each customer. The message should be credible. If organizations can provide their name, exact location, offers with exact percentage etc. in the message, the mobile ad will be more credential. Again firms need to differentiate which of their customers are actually good on technological ability and prefer mobile ads. “Attitude and Perception of Mobile Marketing among Youngsters”, a Project Report (2013) finds that mobile marketing helps in building personal relationship with the consumers. It is totally different from traditional marketing. Mobile phones have become a practical direct marketing channel. This is because Mobile consumers are becoming more educated about the features and functions of their smartphones and are engaging more frequently in mobile marketing campaigns. They found mobile marketing very effective, communicative and informative.

OBJECTIVES

The primary objectives of the study are :-

- To check the awareness level of mobile marketing on youngsters of Gorakhpur city.
- To measure the effect of mobile marketing on youngsters in Gorakhpur city.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used for this study is “DESCRIPTIVE DESIGN”.

DATA COLLECTION METHOD

This research is based on both primary data and secondary data.

Primary data - Questionnaire



Secondary data – Books, Journals, Websites

METHOD OF SAMPLING

In this research paper convenience sampling under Non-probability sampling method is used.

SAMPLE AREA: The research is totally based on Gorakhpur region.

SAMPLE SIZE: A sample size of 200 respondents is collected and the respondents are between 18 years to 35 years.

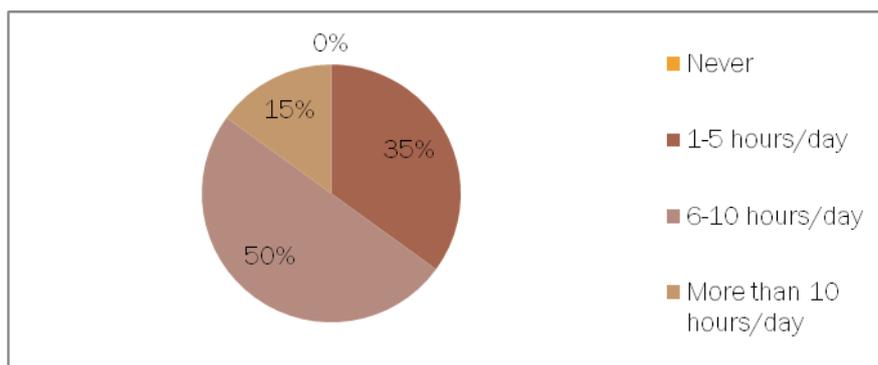
RESEARCH APPROACH

Quantitative approach is used for data calculation.

DATA ANALYSIS

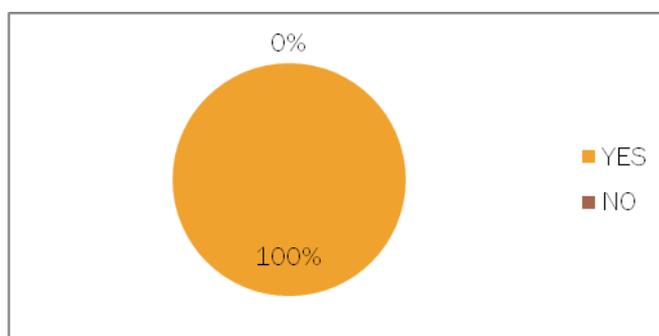
QUESTIONS TO CHECK THE AWARENESS LEVEL OF MOBILE MARKETING

1. How often do you use your mobile phone to connect to the internet?



Interpretation: The result shows that youngsters spend a lot of time connecting with internet. About 35% of the population connects with the internet approximately 1-5 hours per day. 50% of the respondents are connected with internet 6-10 hours per day and 15% of the respondents are connected with internet more than 10 hours per day. This shows that youngsters spend a lot of time using internet.

2. Have you ever received a marketing message on your mobile phone?

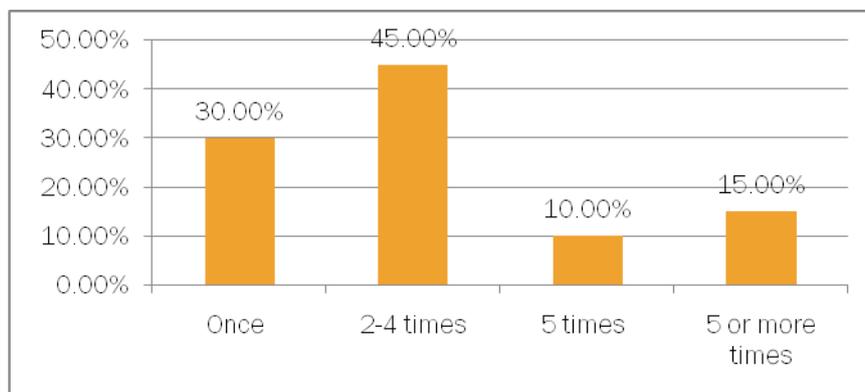


Interpretation: The result of receiving marketing message on mobile phones is 100% positive. This shows that people have knowledge, they are aware about what mobile marketing is? This shows the awareness level of



respondents about mobile marketing. This also shows that how marketers have reached every one through mobile marketing.

3. On average, how often do you receive mobile marketing messages on your phone per day?

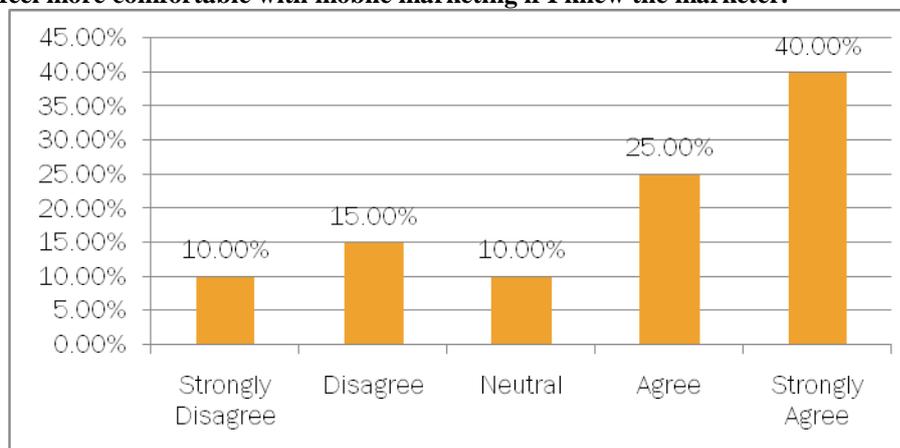


Interpretation: There are 45% people who receives mobile marketing messages 2-4 times per day. 30% are those who receive the messages only once in a day. 10% are those who receive messages 5 times a day while 15% are those who receive messages more than 5 times a day. The result shows that there is an active mobile marketing platform in India.

FACTORS AFFECTING MOBILE MARKETING:

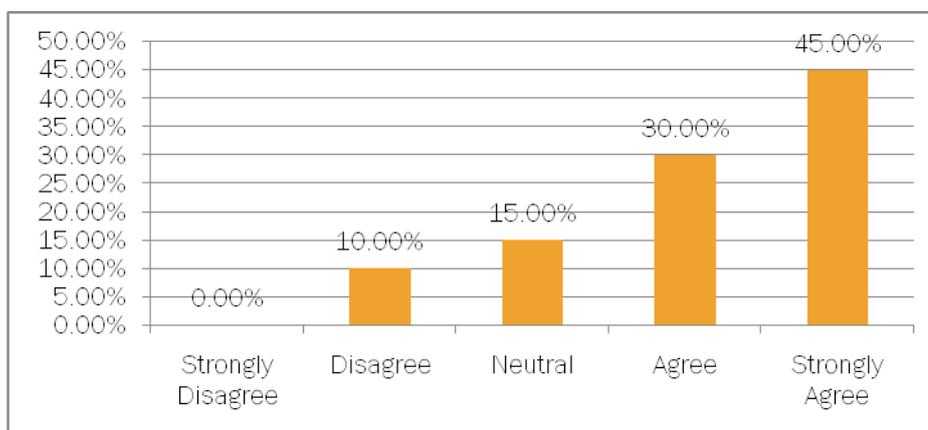
TRUST :

1. I would feel more comfortable with mobile marketing if I knew the marketer.



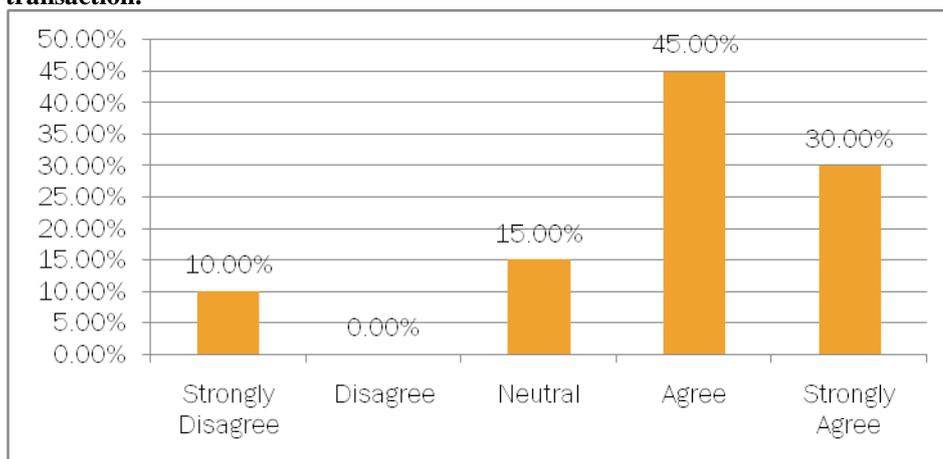
Interpretation: A majority of respondents agree that they will feel more comfortable if they knew the marketer. Knowing the marketer helps people in better knowing about the product and services.

2. Mobile marketing service providers are open and receptive to customer needs.



Interpretation: A majority of respondents agrees to the above statement. This is due the reason that marketers themselves do the survey about their product and services and also about their target customers. This helps the mobile marketing service providers to be open and receptive to customer needs. Customers spends a lot of time using internet they go through various adds and websites, this also tells the taste and preferences of customer and helps the marketers to be receptive in nature.

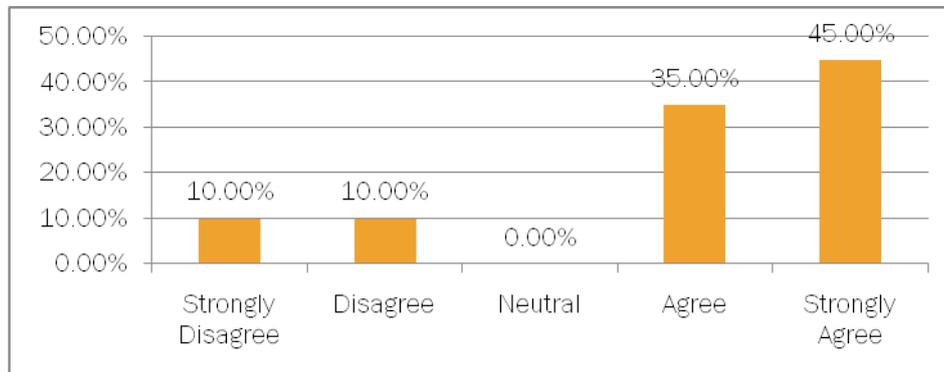
3. Mobile marketing service providers are fair in their customer service policies following a transaction.



Interpretation: A majority of people believes that mobile marketing service providers are fair in their customer service policies following a transaction. This is due to the reason that people have trust on mobile marketing service providers policies due to buying their product and services again and again and following the same policies. They buy the products again because marketers have developed loyalty in the mind of customers.

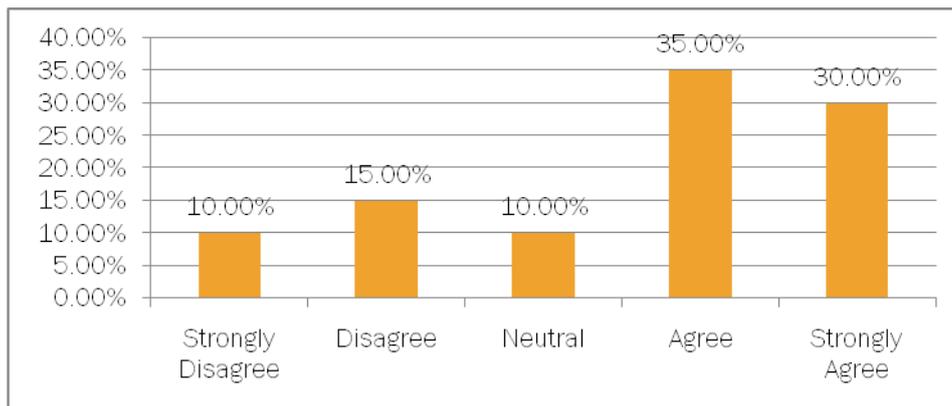
PRIVACY

1. I would feel more comfortable with mobile marketing if my permission were obtained before receiving marketing offers.



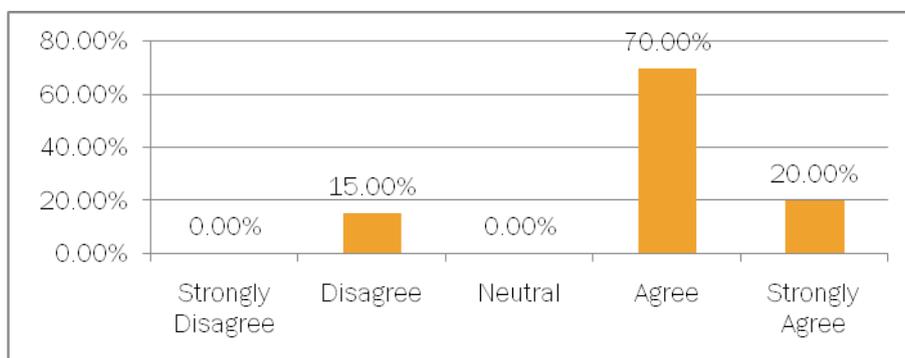
Interpretation: People now a day are more concern about their privacy. The result shows that a lot of respondents wants that they want to receive marketing offers with their permission. This shows that they will grant permission to receive only those offers which are of their use otherwise they will deny to receive the offers if the product or service is not of their use.

2. I believe that consumers are protected by laws related to data privacy.



Interpretation: Most of the respondents have positive response for this question. This means that they believe that their data privacy are being protected by laws which has been made. Data privacy has been maintained in order to overcome frauds and cheats. This develops the trust of customers towards mobile marketing.

3. I would not feel totally safe providing personal information over mobile marketing.



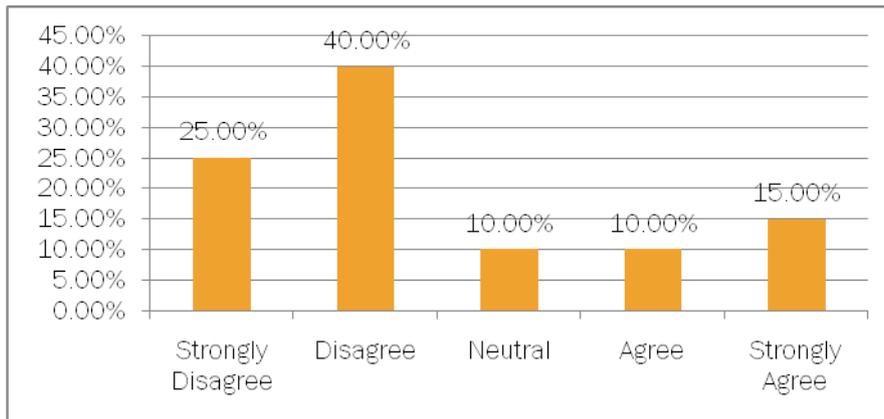
Interpretation: About 90% of the respondents do not feel safe providing personal information over mobile marketing. This may be due to receiving many others messages, calls, notifications, and mails which are of no use. Personal information are not safe because people receives many contents which only disturbs them.



Marketers use personal information of the customers to tell them about different products whether that is beneficial to customer or not. They only want to target the products or services in the customers' mind so that they purchase it.

RISK

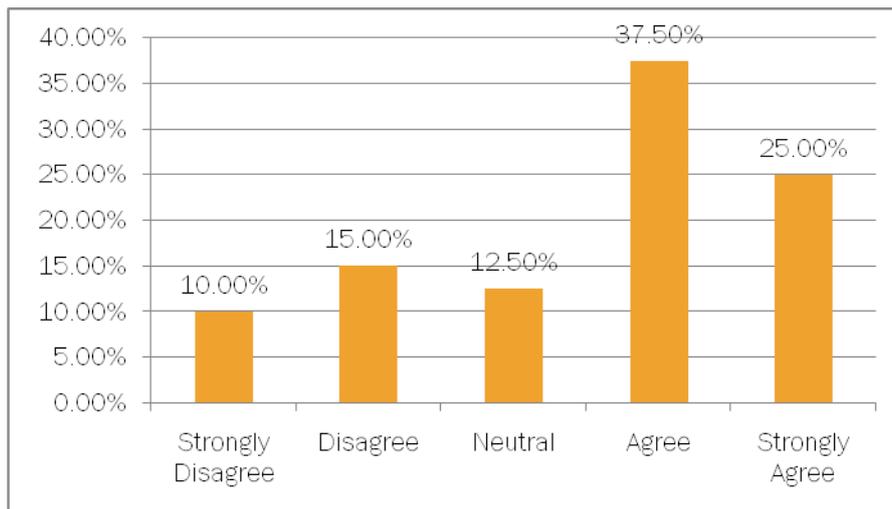
1. **When a financial error occurs, I worry that I cannot get compensation from mobile marketing service providers.**



Interpretation: 25% of the respondents strongly disagree with the statement and 40% of the respondents agree with the statement mentioned above. This is due to the reason that there are many helpline numbers and mails have been mentioned by marketers to help the customers whenever required, so if any financial error occurs, customer reports it to the marketers and then the marketers helps the customers in getting rid of the problem. This shows that having financial error while mobile marketing is no more risky.

RELEVANCE

1. **I see a benefit in receiving marketing messages and promotions on my mobile phone.**

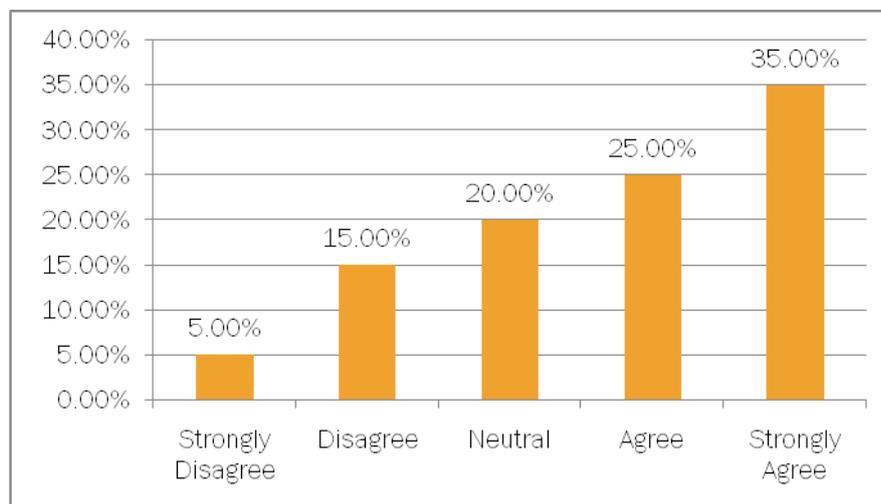


Interpretation: The result is 37.50% agree and 25% strongly agree is due to the reason that respondents receive mobile marketing messages related to products and services which benefits them and also mobile marketing messages increase our knowledge about various aspects of the products and services. There are nearly 25%



respondents who feel that messages related to mobile marketing do not benefit them there may be various reasons, one can be this if they do not receive messages related to products and services which benefit them.

2. I find mobile marketing useful.



Interpretation: Respondents find mobile marketing useful because it saves their time and resources. Benefits them in providing many offers and getting everything in just a single click. It helps youngsters to cope up with the trends.

FINDINGS

- Youngsters in Gorakhpur region are well aware of mobile marketing.
- Youngsters trust mobile marketing and feel more comfortable if they knew the marketer.
- They find that mobile marketing service providers are open and receptive to customer needs.
- Youngsters found that using mobile marketing or getting notifications about it helps in increasing knowledge about product and services and also helps in promotion of it.
- Youngsters found that sharing personal information for mobile marketing is not safe as it is used by other marketers also and by other online entities which disturbs them and annoy them.
- They found mobile marketing less risky in order to any financial error or any other mistake because marketers are always ready to help their customers and tries to develop trust among the customers.
- Many youngsters like receiving mobile marketing messages. They find these messages useful.
- One can say that there is a positive impact of mobile marketing on youngsters but this impact could be more powerful. Many youngsters are still there who have many negative views about mobile marketing.

SUGGESTIONS

- Marketers should have a deep study about the recent trends and demands of the youngsters need in order to put a great impact on youngsters.
- Personal information of the customers should be protected by the marketers in order to develop more loyalty and reduce the chance of risk.
- Some youngsters still worried about financial error, so there should be proper system so that marketers can make believe everyone that no loss will happen to the customer.
- Mobile marketing messages and ads should be more attractive, so that it captures the youngsters mind and make him to purchase the product. □ Mobile marketing service providers should follow laws related to data privacy. Some youngsters don't have trust on marketers, so they do not prefer mobile marketing.



LIMITATIONS

- The study has covered the youngsters of Gorakhpur region.
- The study was not conducted on any one type of mobile marketing.

CONCLUSIONS

The research conducted was done for the academic purpose and the topic of the research is to analyze the impact of mobile marketing on youngsters in Gorakhpur region. The objectives of the study are met and it has been found that the youngsters of Gorakhpur region are well aware of mobile marketing and they also prefer using mobile marketing. Also there are many factors which have influence the impact of mobile marketing among youngsters. These are trust, privacy, risk and relevance. These four factors have played an important role in meeting the objectives. The study also recommended various ways by which mobile marketing can be more effective and will have a great impact on the youngsters. Apart from this the analysis shows that youngsters have a positive attitude towards mobile marketing. But marketers should focus on improving themselves day by day. Marketers should focus on the terms of the four factors to build a long term relationship with the youngsters and increasing the market of mobile.

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