



ASSESSING THE CONSUMER ACCEPTANCE OVER MOBILE MARKETING : AN INNOVATIVE MEDIUM FOR ADVERTISING

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ABSTRACT

Penetration of mobile phones has reached to each and every part of India. Within last few years, number applications have increased. There are about more than 473 million smart phone users in India and internet users will be around 425 million incoming future. Starting from the first mobile phone which was introduced by Motorola, the mobile phones have evolved in a big way over the last four decades. Smartphones now dominate our lives and the penetration is increasing like never before. The major reasons for this increase in Smartphones are declining handset costs, low tariffs, faster bandwidth and greater connectivity. This has caught the attention of marketers in a big way and mobile marketing is now emerging as one of the best platforms for advertising, brand awareness, promotions and reaching the customers in a way that have much bigger impact than the conventional method of marketing communication. This paper tries to understand the acceptance level and behavior of Indian consumer towards the increasing mobile marketing communication. It demonstrates as to how the acceptance and attitude varies with gender, age, city, education, profession and income groups. A questionnaire based survey was carried out for the study. The sample size for the study was 105 respondents. It was found that the customers are reacting to these mobile based communications in a fairly positive manner provided these communications are customized to their needs. However, the acceptance level varies with different variables under observation and hence the marketers should adapt and design their strategies accordingly.

Keywords: *Consumer Acceptance, Mobile Marketing, Innovation, Advertisement.*

CHAPTER 1: RESEARCH OVERVIEW

1.1 INTRODUCTION

Recent Technology advancement has evolved the means and the number of people using Mobile Phones. It is now in trend to follow the new thing in the field of management. As time passes many things come into existence



that is change. Advertisement is one of them. An advertisement has a different way to communicate with customers like broadcast media, print media.

Now there is a trend of mobile. Everyone tries to keep mobile with them. It may be another helpful medium for a marketer to adapt new technology as a medium and do advertisement in very cheap and cover maximum people. Customers have different perspectives toward anything in perspective of mobile advertisement, it's a new way to catch customers and keep minimum distance with marketers.

Rapid technology advancement has evolved the means and the number of people using mobile devices. As mobile devices are said to be third screen communication (Deans & Gray, 2010) and the advance of mobile technologies had enabled companies to expand their business wider and narrower. Mobile operators view new sources of revenues from mobile news services, mobile television, mobile commerce, mobile learning and mobile marketing.

Marketers today are therefore making use of this opportunity to deliver information regarding their products and services in what is known as "mobile marketing" to their target market (Plessis, 2010). Based on Deans and Gray (2010) research, it is the evolution of e-commerce by using mobile medium as a form of marketing communications.

1.2 RESEARCH OBJECTIVE

- *To identify which form of mobile marketing is more relevant to accept the advertisement of a Company by a Consumer.*

CHAPTER 2: LITERATURE REVIEW

Morrison (2016): Even though marketers are prioritizing mobile marketing as well as increasing their budgets, they are failing in establishing good connections with the consumers. Besides that, could be a serious flaw, because unless marketers can establish some trust and communicate value to the ultimate consumers, marketers will fail to succeed in mobile marketing.

Persuad and Azhar (2012): Irrespective of the developments in technology, brand new content or some changes in marketer attitudes, the crucial success of mobile marketing depends on the consumer. Consumers are the powerful force of any industry; in their absence businesses are unable to yield some profits or function. The consumer can influence the success of a new product or method, such as mobile phone marketing, which is why attaining consumer acceptance is of great importance.

Beneke (2011): Consumer acceptance lies upon three main previous key drivers of mobile marketing in the following approaches

Technology

Marketing campaigns need to be developed in line with latest technology that is readily accessible to the consumer. In case a marketing campaign utilizes modern technology, another campaign needs to be established to target the demographics lacking some access to such technology.

Marketer Attitudes

Marketing campaigns need to be developed giving priority to the consumers. In case a campaign utilises principles inapplicable to the targeted mobile consumer, it will become unsuccessful. As a result, marketing agencies must establish a balance between ideals developed by traditional media, along with an understanding of the modern mobile market.

Content

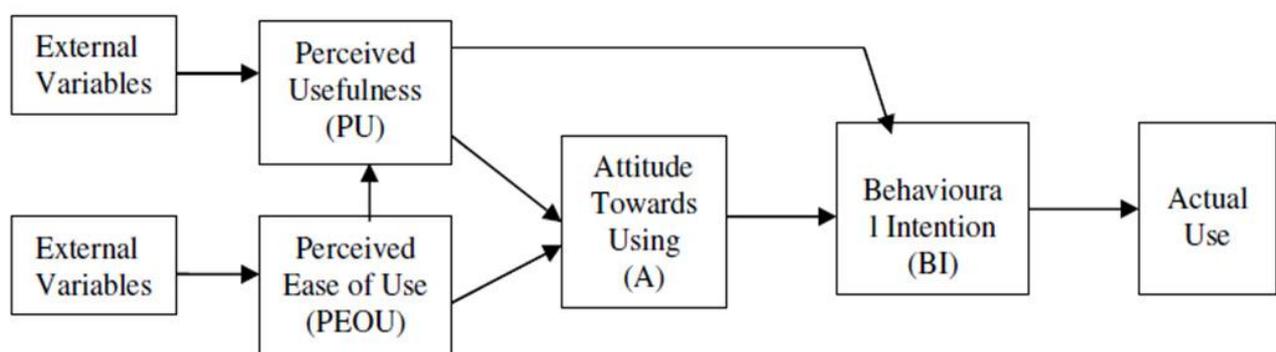
if a marketing campaign is to make use of content, it needs to provide the consumers with a sense of value. This incentive-driven marketing strategy allows marketers to target consumers, without a negative feedback.

Kotler and Armstrong (2011): “Marketing is managing profitable customer relationships”. It is a process that organizations create the value for customers and build strong relationships with them. In return, the companies can capture the value of the customers. The definition implies that today the profit which the companies earn is no longer the sales number. In fact , it is all about the relationships

Ahonen (2010): The mobile conversation of the world has switched to SMS messaging. SMS can be used to create an interactive experience with the customers. SMS are widely used everywhere. For example, they are used by libraries to inform to the readers about the due date.They are also used as a ticket in the commuter bus or train. People just need to send an SMS based on the instructions, then they will receive a ticket and the money will be added to their mobile’s monthly bills.This procedure will make the trading payment become simpler and help to eliminate cash. SMS is the most used mobile messaging system. About 53% of total population are using SMS. It was described as “faster than locomotive, leap over giant building”. The SMS is very much faster than the e-mail. The e-mail requires a permanent internet connection. Even if you can ‘always be connected’, your counterparts maybe are not ‘be connected’ at the same time.

Dickinger(2004): Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders.

Fig.2.1: Theory Acceptance Model (TAM)



Source: Davis, F.D., Bagozzi, R.P., & Warshaw, P.R. (1989). User acceptance of computer technology: a comparison of two theoretical models. Management Science,35(8), 982-1003.



CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

Research methodology describes how data are collected for a research project. It is the outline for the collection, measurement as well as analysis of data with the aim of achieving the objectives of a research project. In this chapter the researcher explicitly defined the target population, the sampling method that was used as well as elaborating the data collection method that was applied. Additionally, the researcher identified the data analysis methods, tests of the statistics, and other technical information, as well as the validation for using a particular method. This chapter also highlights on the data collection instrument that was employed in the study, the organisation of the research instrument as well as the instrument's reliability and validity. Lastly, the different statistical tests that were conducted in data analysis are further explained in this chapter.

3.2 RESEARCH DESIGN

A research design is the 'blueprint' for fulfilling research objectives and answering questions or hypotheses. It is basically an outline or plan for a study used as a guideline in collecting as well as analysing data. Thus, a research design refers to a structure for carrying out a marketing research project which outlines the details of the measures necessary in obtaining the relevant information required to structure as well as solving marketing research problems. This study was descriptive in nature and it used a positivist paradigm that ensures that there is a gap between the researcher's subjective bias and the objective reality being studied. The quantitative research method was used in the study, which is a technique that makes use of mathematical theories. The researcher mainly decided to use the quantitative technique because this study covered a broad range of statistical techniques in analysing the data which cannot be interpreted with the qualitative approach.

3.3 DATA COLLECTION

The data is collected from both Primary and Secondary sources.

Primary data: The primary data is collected through Questionnaire at nearby area of Gorakhpur, Uttar Pradesh, India. Respondents are also able to respond through online survey by following this address

(https://docs.google.com/forms/d/e/1FAIpQLSePGwMsN_YbC7tgdJma2R5DjMPAzEyXV-do5CiiPsjvcni-Hw/viewform?usp=pp_url)

Sample Size :105

Sample technique: Questionnaire

Secondary data: The source of data collection is secondary sources such as, previous research works, articles published, and journals, books and books proceedings.

The research instrument used is self-administered questionnaire. It is a data collection method where respondents read survey question and recorded his or her own answer without present of trained interviewer (Hair et al., 2006).

Questionnaire is used to generate responses from the respondents since it is a cheaper way to generate data from potentially amount of respondents. Besides, it can reduce the non-response bias to certain acceptable degree and low response rate problem. Meanwhile, standardization of the question makes the measurement more precise



by enforcing uniform definitions upon the participants. As compared to other research methods, questionnaire is the most cost effective and efficient way.

Besides, online survey is used as an aid-method to make the questionnaire reach most target respondent in relatively short amount of time and in a more environmental friendly way. Data from web-based questionnaire can also be automatically validated; for example, the result will be more comparable, faster and higher in accuracy. Moreover, closed-ended questionnaire shortened the responding time since answers are provided and respondents would only rate the answer according to question.

Questionnaire is separated into 2 sections: Section A is demographic profile while section B is factors that try to know acceptance towards mobile marketing. Questions were adopted and modified from previous studies conducted by other researchers. Questionnaire is carried out in simple English to allow respondents easily understand question requirement and provide accurate answer. Brief introduction and purpose of study will be stated on the cover page. Each question is straight to the point to prevent confusing respondents.

CHAPTER 4: DATA ANALYSIS

4.1 INTRODUCTION

In this chapter, the outcome of questionnaire surveyed 'target respondents' data was analyzed. It is the self analysis through the graphical representation. There is no specific software used for the research paper.

4.2 DESCRIPTIVE ANALYSIS

Online Questionnaire were used for data collection. Total Respondents were 108 but 105 are taken in to consideration because 3 respondents were not able to fill the full questionnaire. The data of descriptive analysis and the sequence of data presentation refer to distributed questionnaire (Appendix 2).

4.2.1 RESPONDENTS DEMOGRAPHIC PROFILE

Demographic profile of surveyed respondents is presented in Appendix 1. It includes name, gender, age, marital status, Occupation, Income level, Educational Qualification.

4.2.1.1 GENDER

There are 105 respondents of this section out of which 59.8% are male and 40.2% are Female.

4.2.1.2 AGE

Age is distributed in 4 groups. Age between 18-25 years has highest respondent which is 68.2%, Age group 26-30 years has

23.4%, Age group 31-35 years has 7.5% and remaining are of age others which is mention.

4.2.1.3 MARITAL STATUS

Majority of respondents are single which is 86% while there are only 14% of them are married.

4.2.1.4 OCCUPATION

Majority of respondents are students which is 65.4% while 17.8% of respondents are Professional and remaining are

belongs to service sector (10.3%), House Wife.

4.2.1.5 INCOME LEVEL

Majority of respondents have no income which is 63.6% while 17.8% of respondents have more than Rs40,000/month

income and 11.2% of respondents have income level in between Rs20,000-Rs40,000/month and remaining lies below Rs20,000.

4.2.1.6 EDUCATIONAL QUALIFICATION

Majority of respondents are Post Graduate which is 47.6% ,Graduates are 40%,Under Graduates are 10.5% and remaining are belonging to Phd and Intermediates.

4.2.2 RESPONDENTS QUESTIONNAIRE PROFILE

The data of descriptive analysis and the sequence of data presentation refer to distributed questionnaire (Appendix 2).

4.2.2.1 CUSTOMER PREFERENCE OF ACCEPTANCE

In this section we try to know which type of mobile marketing is highly accepted by the customer.

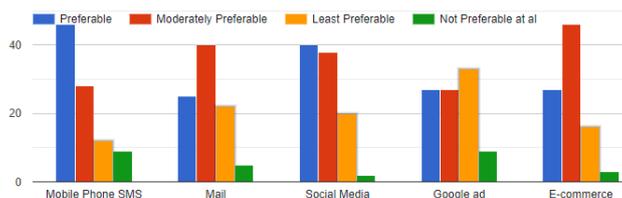


Fig.4.1

Through SMS

Most of respondents are highly preferred to receive mobile advertisement or offer through SMS. It may be easy and cheap to

convey your message to other parties. It is highly accessible without need of internet or approaching any medium. So

it can be the best way of accepting.

THROUGH E-COMMERCE

E-commerce website and apps are the most frequently trend undergoing on. Customers are very attractive towards

e-commerce website. And people more want to receive useful advertisement while surfing on e-commerce website, it

may be concluded that when customers visit to e-commerce website then their mood is of shopping and then anyone can

attract the mind of customer through advertising. Likelihood of respondents towards e-commerce are very attractive.

Mail, Social Media and **Google ad** are performing average in respect to SMS and E-commerce of mobile advertising. The result is totally interpreted on the basis of response of participants.

4.2.2.2 AWARENESS OF MOBILE MARKETING

In this section we try to know about the awareness of respondents towards mobile marketing.90% of respondents are found to be aware about mobile marketing. It means that engagement of people towards mobile has been increased and now they are able read the sms of mobile advertisement and also aware about the web based advertisement.so it can be assessible and easy marketing can be done.

4.2.2.3 EFFECT OF CONTENT IN MOBILE ADVERTISEMENT

Respondents are very much attracted by content in mobile advertisement,it may be the reason of likeness and dislikeness of advertisement towards mobile marketing.Good and beneficial content be a reason of consumer likeness and unbeneficial content be a reason of consumer dislikeness.85% of participants are in favour of good content, it can be helpful in acceptance of mobile marketing whereas remaining are not able to find it good.

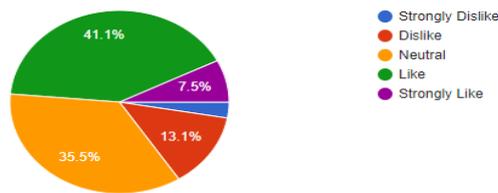


Fig.4.2

4.2.2.3 ADVANTAGES OF MOBILE MARKETING OVER TRADITIONAL MARKETING

In this section we try to know the innovation in marketing is beneficial over traditional marketing so that we can promote our activity with more perfection.when we try to know then we find that 67.5% respondents support this statement,they think that mobile advertisement is more appropriate than tv,radio,print,advertisement and 21% respondents are not so much think about this and remaining are disagree.

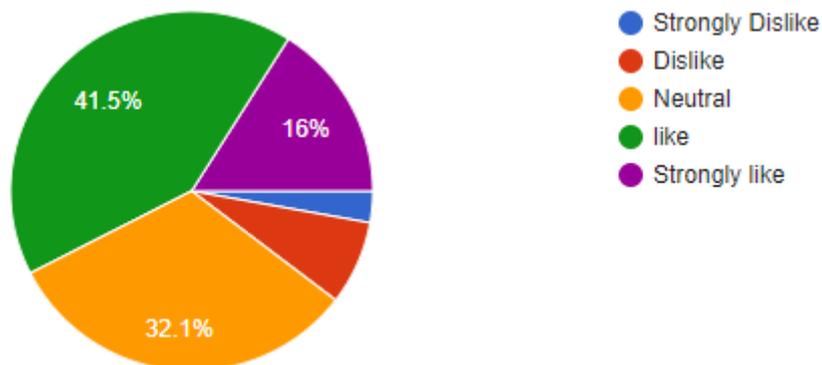


Fig. 4.3



CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.1 INTRODUCTION

The outline of this chapter is to examine the outcome from the test conducted on previous chapter of this study. The summary of statistical analyses will be discussed first and then followed by the major findings. Besides, the implications of the study on theoretical aspect and managerial aspect will be discussed. Lastly, limitation of this study and recommendation will be provided.

5.2 DESCRIPTIVE ANALYSIS

In the summary of descriptive analysis for the respondent demographic profile, majority of the respondents are male which stands at 60.2% while there is a sizeable minority female participated which consists of 39.8% respondents in the sample size. Most of the targeted respondent group is in age of 18-25 years old, which consist of 105 respondents. From the total sample that we collected, the majority of the respondent is unmarried which consisted of 86.1% respondents. As for the remaining are married which consists of 13.9% respondents.

As data cleaning has been done to filter out the nonviable respondents before data key in. Therefore, there are 48.5% respondents are experienced to receive mobile advertisement on daily basis. In addition, majority of the respondents like to read through the contents of mobile advertisement at home (45.3% respondents) followed by while shopping (42.5% respondents) and at another place (7.5% respondents). As for remaining area Post Graduate consists of 48.1% respondents, in Graduate with 39.6% respondents and in Under Graduate with 10.4% respondents.

5.3 DISCUSSIONS OF MAJOR FINDINGS

In this study, which type of mobile marketing is more appropriate to accept the advertisement by the consumer is the main aim. Young consumers age between 18-25 years old consist of our main respondent which is because they have the sharp mind and future of our country. They think that mobile can be the best medium to deliver the content that is need for them in case of offers, scheme etc. Consumers are more motivated to engage in mobile marketing effort repeatedly especially since young consumers are mainly early adopters of new innovations, thus after getting their attention to engage and when they find it enjoyable, there will be repeat services.

5.4 LIMITATIONS OF THE STUDY

There are several limitations evidenced in this study. These limitations should be considered for future research and improvement.

Firstly, regarding to this area of study, we found out that few research available and do not focus on young consumers perspective. Thus behavioral intention to accept mobile marketing. Some other variables might be excluded in the study at which is important in the context.



Secondly Besides, the sample collected of this study is collected within Gorakhpur areawhereby people from other parts of the country were excluded from the research dueto time and cost constraints. Thus, the results cannot be generalized and representingIndiaas a whole and other nationalities. As the perception of adopting and using the mobile technology are highly differentiated across nation and countries. Samplesize is another limitation of this study.

Thirdly, in this study, the measures of constructs are collected at the same point oftime. Therefore, individuals' behavioral intention to accept mobile marketing maychange over time because of an unremitting process as advancement of mobiletechnologies will enhance greater experience for the time being.

Fourthly, the concern on the accuracy of the surveys and questionnairesdisadvantages as it might be inappropriate for consumers who have lowliteracy and poor English level to understand the questions intended. Moreover, thereis a risk where respondent answered quickly without devoting much thought into theresponses. Besides, there are potential for positive biases as the respondents wouldrespond intend to please the presenter.

Last but not least, we could not avoid the respondent's bias and errors throughout thisstudy. Although clear instructions with explanations were provided, respondentsmight have the chances of not truly understand the questions or they might haveanswered it according to their interpretation and understanding in the survey.

5.5 CONCLUSION

As a conclusion, The outcome of the results has indicated that Consumers prefer SMS and E-Commerce than google ad,social media marketing over mobile marketing and mail is an average idea of mobile marketingwith past research. Thus, this study has achieved its objectivefrom the first chapter. Besides, with these supported results, it can be a guideline forin research study and business field relating to consumers' behavioral intentiontowards mobile marketing.

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