The Effects Of Mobile Marketing Among Youngsters In Tirunelveli District

S. Arunadevi[1*], Dr . T.Mugesh[2]

[1*]Ph. D Research Scholar, Reg. No.: 22211251012001, Department of Commerce, Sri Ram Nallamani Yadava College of Arts and Science, Tenkasi Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli-627012, Tamil Nadu, India
[2]Assistant Professor, Department of Commerce Sriram Nallamani Yadava College of Arts and Science, Tenkasi Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli-627012, Tamil Nadu, India

ARTICLE INFO	ABSTRACT
	India is the world's second-largest telecommunications market, with around 1.19 billion subscribers as of October 2018. We have a propensity to board a world in which technology is always improving. One of the most basic technological developments is the rise of mobile phones and digital technology. They play a significant role in our lives.This study looks into the effects of mobile marketing on the behaviour and attitudes of young people in Tirunelveli district, India. The study uses both primary and secondary data collection methods to find effective mobile marketing strategies suited to this demographic's tastes and behaviours. A survey of 130 young people was conducted to measure their exposure to mobile marketing, brand awareness, and purchasing decisions. This study's findings help to deepen our understanding of the impact of mobile marketing on young consumers in the region, giving significant insights for marketers and policymakers. **Keywords:** mobile marketing, brand awareness, purchasing decisions, preferences

INTRODUCTION

Mobile marketing services target buyers via smartphones and other mobile devices. These services, provided by a variety of businesses, make use of methods such as mobile-formatted web ads, text messages, push notifications, and QR codes. Mobile selling vendors can even help organisations adjust to a mobile-centric world and provide services such as custom app design.

Mobile selling can be especially useful when targeting customers with time-sensitive advertising through SMS selling. Some businesses may want to manage their own mobile selling campaigns using mobile selling software packages. Businesses that sell via mobile usually enhance their efforts with other forms of advertising, such as traditional advertising or email marketing.

Multi-channel Marketing
Multi-channel marketing is the capacity to provide a consistent message to several stores. This could include everything from historic sources like print to digital sources like the internet and social media platforms like Facebook or Twitter. Several promoting automation suites offer multi-channel options for digital and social promotion; mobile is normally grouped under digital channels, but within the mobile sector, you'll require several promoting options as well.

TYPES OF MOBILE MARKETING

SMS marketing
SMS marketing is marketing through text messages. It is sometimes called text message marketing or text marketing. This is a permission-based mobile marketing technique in which firms send promotions, offers,

coupons, and other alerts directly to potential customers' phones using 160-character text messages or fewer.

Social Media Marketing

Many people use their smartphones to browse social media. According to Statista, Facebook has more than 2.8 billion monthly active users worldwide, with YouTube, WhatsApp, and Instagram following closely behind. With so many people in one area, it makes logical to employ social media as one of the primary mobile marketing tactics.

Location-based marketing (GBS)

Location-based marketing makes advantage of the GPS capability on smartphones to assist marketers display advertisements and relevant content based on the user's location. Location-based marketing is also known as geotargeting or geolocation marketing.

Proximity marketing

Proximity marketing is another type of location marketing. This allows you to use Bluetooth to determine where potential consumers are and target them with relevant marketing.

In- appmarketing

Smart marketers cannot ignore the app market. According to Business of Apps, the top five apps are Instagram, Facebook, WhatsApp, and Telegram, but there are hundreds of thousands more, which is why in-app advertising has become an important mobile marketing tactic.

OBJECTIVE OF THE STUDY

✓ Analysing the impact of mobile marketing on young people's brand awareness and purchasing decisions.
✓ Identifying effective mobile marketing strategies tailored to the preferences and behaviours of youngsters in Tirunelveli district.

SCOPE OF THE STUDY

To be aware of the state of the mobile industry nowadays. This study aims to determine the effects of mobile marketing on youth, both favourably and adversely. The purpose of the paper is to investigate how mobile marketing affects young people. The individuals in the age range of 15-28 years make up the target youth for this study. Particular information regarding mobile marketers is provided by this study. This study contributes to the knowledge on youth awareness through new mobile product launches in mobile marketing. According to the survey, one mobile brand has a significant impact on young people's purchases of mobile marketing.

DATA COLLECTION

Primary data

The primary data consists of an information survey titled "The effects of mobile marketing among young people." The data is acquired directly from the respondents using standardised questionnaires. The sampling unit is taken as youngsters who are mobile users in Tirunelveli city.

Secondary data

Secondary data was gathered from a number of articles, journals, newspapers, and magazines.

Sample size

The sample size of the study is 130 youngsters from Tirunelveli region

Sampling method

The convenience random sampling method was used in the study.

Tools used

- Percentage analysis
- Friedman Test
- Maan Whitney U test
- Kruskal Wallis Test

REVIEW OF THE LITERATURE

Mohammad Ismail RazliCheRazak (2011) The goal of this paper is to explain the major classification of research in mobile marketing. This work has major significance for understanding the classification and

mobile marketing target area. This is a general review based on roughly forty-six journal publications from 2005 to 2010.There is no consensus among researchers on the definition of mobile marketing, and the notion and phenomenon of mobile marketing remain unexplained.The value of this paper is that it provides the fundamental guidelines for researchers on significant areas to focus in the mobile marketing field, and it also assists practitioners in identifying the research trend and major classifications that will assist them in designing the product and services to the right target market.

According to **Shabu (2016)**, using mobile phones to facilitate sales allows managers to engage with customers via SMS, MMS, and other channels. The investigator concludes that selling has influenced the purchasing decisions of today's children, who will become tomorrow's shoppers.

Oscar Robayo, Luz Alexandra Montoya, Sandra Patricia (2017) This article provides an overview of mobile marketing definitions and characteristics in comparison to traditional marketing channels. The following section examines several methodologies and research findings connected to acceptance and attitudes towards mobile marketing, as well as some of the most relevant theoretical approaches in this field. Two characteristics of the acceptance process stand out: perceived utility and perceived simplicity of operation. Finally, a set of recommendations is offered to guide future research efforts in the field of mobile marketing.

ANALYSIS AND INTERPRETATION

Table: 1 Demographic Profile of the Respondents

Content	Respondents	Percentage
Gender		
Male	56	43%
Female	74	57%
Age		
15 - 18 years	38	29%
19 - 25 years	60	46%
26 – 28 years	32	25%
Education		
Higher secondary	14	10%
Under graduates	77	59%
Post graduates	29	23%
Others	10	8%
Occupation		
Students	83	64%
Private sector employees	36	28%
Government employees	5	4%
Others	6	4%
Monthly income		
20000 to 30000	55	42%
31000 to 50000	60	46%
Above 50000	15	12%

Source: Primary data

Interpretation
From the above table most of the respondents are Female (57%) followed by many respondents are 19 to 25 years (46%). Many respondents are under graduates (59%) and most of the respondents are students (64%). (46%) of respondents earn between 31,000 to 50,000.

Table:2Impact of mobile marketing on young people's brand awareness and purchasing decisions.

Content	Mean Rank	Chi- square value	P value
I frequently notice advertisements on my mobile device that influence my awareness of new brands	6.48		
Mobile marketing campaigns improve my understanding of a brand's products and services	5.38		
I am more likely to remember a brand after seeing its mobile ad.	5.57		
Promotional messages received on my mobile device impact my purchasing decisions	5.53		
Social media advertisements on my mobile device lead me	3.13		

to explore brands I wasn't previously aware of.		157.184	.000
I often make purchases based on mobile ads that I come across.	5.67		
Discounts and promotions offered through mobile marketing increase my likelihood	5.38		
I trust brands more when I interact with them through their mobile marketing efforts	5.33		
The frequency of mobile marketing messages from a brand affects my perception of that brand's reliability	5.57		
I am influenced by mobile marketing strategies (like push notifications and SMS) to try new products	6.96		

Source: Derived data

Interpretation

The top rank is held by "I am influenced by mobile marketing strategies (like push notifications and SMS) to try new products," with a mean rank of 6.96. In second place, "I frequently notice advertisements on my mobile device that influence my awareness of new brands" follows closely, with a mean rank of 6.48. Coming in third is "I often make purchases based on mobile ads that I encounter," with a mean rank of 5.67. Fourth, "I am more likely to remember a brand after seeing its mobile ad" and "The frequency of mobile marketing messages from a brand affects my perception of that brand's reliability" are tied, both with a mean rank of 5.57. The fifth rank is attributed to "Promotional messages received on my mobile device impact my purchasing decisions," with a mean rank of 5.53. Sixth, "Discounts and promotions offered through mobile marketing increase my likelihood" and "Mobile marketing campaigns enhance my understanding of a brand's products and services" are tied, both with a mean rank of 5.38. Seventh, "I trust brands more when I engage with them through their mobile marketing efforts" ranks with a mean rank of 5.33. Eighth, "Mobile marketing campaigns enhance my understanding of a brand's products and services" also ranks with a mean rank of 5.38. Ninth, "Discounts and promotions offered through mobile marketing increase my likelihood" also ranks with a mean rank of 5.38. Finally, in tenth place is "Social media advertisements on my mobile device lead me to explore brands I wasn't previously aware of," with a mean rank of 3.13.

Table: 3
Null Hypothesis: There is no significance difference between mean rank of occupation and effectiveness of mobile marketing strategies and behaviours among youngsters

Content	Occupation				Chi square value	P value
	Students	Private sector employees	Government employees	Others		
Personalized mobile marketing messages resonate better with me compared to generic advertisements	85.75	60.25	68.84	67.92	2.970	.396
I am more likely to engage with mobile ads that feature relatable influencers or celebrities.	82.00	72.88	59.95	52.00	10.277	.016
I appreciate brands that use location-based marketing to send me relevant offers	99.50	57.31	69.32	74.50	9.717	.021
Mobile marketing strategies that include user-generated content capture my attention effectively.	78.00	67.74	65.23	53.00	4.454	.216
I find mobile video advertisements more engaging than	72.00	69.72	63.88	52.00	9.658	.022

static image ads						
I prefer mobile ads that are concise and to the point, rather than lengthy messages.	71.50	65.80	68.02	51.50	8.555	.036
I am likely to participate in mobile promotions that involve rewards or loyalty points	82.50	64.25	70.89	42.50	11.857	.008
Brands that communicate via social media platforms are more appealing to me than those that do not	85.00	66.75	67.59	45.00	8.185	.042
I find mobile marketing campaigns that encourage social sharing more appealing than those that do not.	70.00	70.00	61.88	60.00	8.618	.035
I am more inclined to trust brands that engage with me through entertaining or humorous mobile marketing content	68.00	65.72	65.68	63.00	.704	.872

Source: Derived data

Interpretation
The p value is less than 0.05 the null hypothesis is rejected at 5% level of significance. Engagement with mobile ads featuring relatable influencers or celebrities, Appreciation for location-based marketing, Engagement with mobile video advertisements Preference for concise mobile ads, Participation in mobile promotions with rewards/loyalty points, Appeal of brands communicating via social media, Appeal of mobile marketing campaigns encouraging social sharing. There is a significant relationship between occupation and effectiveness of mobile marketing strategies and behaviours among youngsters.

The p value is greater than 0.05 the null hypothesis is accepted at 5% level of significance. Resonance with personalized mobile marketing messages, Attention captured by user-generated content, Trust in brands using entertaining/humorous content. There is no significant relationship between occupation and effectiveness of mobile marketing strategies and behaviours among youngsters.

Table: 4
Null Hypothesis: There is no significance difference between mean rank of Gender and effectiveness of mobile marketing strategies and behaviours among youngsters

Content	Gender	Mean Rank	Z Value	P Value
Personalized mobile marketing messages resonate better with me compared to generic advertisements	Male	59.83	1.898	.058
	Female	71.17		
I am more likely to engage with mobile ads that feature relatable influencers or celebrities	Male	52.97	3.969	.001
	Female	78.03		
I appreciate brands that use location-based marketing to send me relevant offers	Male	75.31	3.384	.001
	Female	55.69		
Mobile marketing strategies that include user-generated content capture my attention effectively	Male	60.62	1.573	.116
	Female	70.38		
I find mobile video advertisements more engaging than static image ads	Male	53.62	3.712	.001
	Female	77.38		
I prefer mobile ads that are concise and to the	Male	56.69	2.852	.004

point, rather than lengthy messages	Female	74.31		
I am likely to participate in mobile promotions that involve rewards or loyalty points	Male	68.74	1.089	.276
	Female	62.26		
Brands that communicate via social media platforms are more appealing to me than those that do not	Male	64.75	.239	.811
	Female	66.25		
I find mobile marketing campaigns that encourage social sharing more appealing than those that do not	Male	73.62	2.610	.009
	Female	57.38		
I am more inclined to trust brands that engage with me through entertaining or humorous mobile marketing content	Male	72.63	2.459	.014
	Female	58.37		

Source: Derived data

Interpretation
The p value is less than 0.05 the null hypothesis is rejected at 5% level of significance.Engagement with mobile ads featuring relatable influencers/celebrities, Appreciation for location-based marketing, Engagement with mobile video, Preference for concise mobile ads, Appeal of mobile marketing campaigns encouraging social sharing, Trust in brands using entertaining/humorous content. There is a significant relationship between Gender and effectiveness of mobile marketing strategies and behaviours among youngsters.
The p value is greater than 0.05 the null hypothesis is accepted at 5% level of significance.Resonance with personalized mobile marketing messages, Attention captured by user-generated content, Participation in mobile promotions with rewards/loyalty points, Appeal of brands communicating via social media.There is no significant relationship between Gender and effectiveness of mobile marketing strategies and behaviours among youngsters.

SUGGESTION

✓ Youngsters in Tirunelveli district are highly receptive to mobile marketing, particularly push notifications and SMS. Leverage push notifications and SMS to promote new products and offers.Personalize mobile marketing messages to cater to individual preferences.Use attention-grabbing and concise content in push notifications and SMS.
✓ Send exclusive offers and discounts via push notifications and SMS and Implement loyalty programs with rewards and points.
✓ When engaging with mobile ads featuring relatable influencers or celebrities, consider following influencers who align with your interests and values. Research products or services endorsed by them to make informed purchasing decisions. Provide feedback on ads to help brands improve their marketing strategies. Additionally, allow location services to receive relevant offers and discounts. Opt-in to location-based notifications and take advantage of location-specific promotions.
✓ Location-based marketing offers immense potential for targeting customers. Leverage geofencing and beacon technology to deliver personalized content and offers based on customers' locations. Offer location-specific discounts and promotions to drive foot traffic and sales. Analyse location-based metrics to refine marketing strategies.

CONCLUSION

The study on the effects of mobile marketing among youngsters in Tirunelveli district has revealed significant insights into their mobile usage habits, preferences, and responses to mobile marketing strategies.The implications of these findings are clear: businesses in Tirunelveli district should prioritize mobile marketing to reach youngsters, focusing on personalization, location-based targeting, and influencer partnerships. Marketers must also ensure relevance, interactivity, and transparency in mobile ads to engage this audience effectively.

To maximize impact, businesses should conduct regular market research to understand evolving mobile usage habits, develop mobile-friendly websites and apps, allocate significant budgets to mobile marketing, and train marketing teams on effective mobile marketing strategies.In conclusion, mobile marketing has a profound impact on youngsters in Tirunelveli district, influencing their purchasing decisions and preferences. Businesses must adapt to these changing dynamics, leveraging effective mobile marketing strategies to engage this demographic and drive business growth.
By doing so, they can tap into the vast potential of mobile marketing and establish a strong presence in this rapidly evolving market.

References

1. *Mohammad Ismail RazliCheRazak (2011), A Short Review on the Trend of Mobile Marketing Studies, International Journal of Interactive Mobile Technologies (iJIM), 5(3), pp. 38–42.*
2. *Shabhu, K., Nandakumar, A. and Nandakumar, A. (2016). "Youngsters perspective towards Mobile Marketing". Bonfring International Journal of business Engineering and Management Science, 6(3), pp.100-102*
3. *Oscar Robayo, Luz Alexandra Montoya, Sandra Patricia (2017), Mobile marketing: conceptualization and research review, ESPACIOS, 38(61), PP:26*
4. *Balasubramanian, S., Peterson, R.A. &Jarvenpaa, S. L. (2002). Exploring the Implications of M-commerce for Markets andMarketing: Journal of Academy of MarketingScience, 30, 4, 348-362.*
5. *Chowdhury, H. K. Parvin, N. Weitenberner, C. &Becker, M. (2006). Consumer Attitude toward Mobile Advertising in an Emerging Market: An Empirical Study, International Journal of Mobile Marketing, Vol.1 (2), 33-42.*
6. *Karthikeyan, Balamurugan. Mobile Marketing Examining the impact of Interest, Individual attention, Problem faced and consumer's attitude on intention to purchase. 2012; 3(10):809–21.*
7. *Zhou, T. (2011). Examining the critical success factors of mobile website adoption.Online Information Review, 35(4), 636-652.*
8. *Varnali, K. and Toker, A. (2010). Mobile marketing research: the state-of-the-art. International Journal of Information Management, 30, 144-151.*