



# A study on effect of mobile marketing among youngsters in Chennai

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## ABSTRACT

The Project explains the influence of mobile marketing and its effect among the youngsters in Chennai. The youngster uses mobile phones have increases opportunities for marketing people to promote their product using mobile phones Mobile marketing attract the youngsters due to the improvement in technology and knowing all the trends in their day today life. This is thanks to the rationale that they get to understand about each product and services on their phones via sms, emails, various apps etc. The increasing trend of mobile marketing is accepted by the people. Nowadays youngsters want to know the current trend and new product launched by the companies. Mobile which is a very personal device is helping them a lot in knowing all about the developments and the popularity of mobile phones has resulted in mobile-based advertising and promotions that mainly target the youth. By the help of the study helps different perspectives of people towards mobile marketing is clearly understand.

**Keywords: Mobile Marketing, Effective of mobile marketing, Youngster awareness of mobile marketing.**

## INTRODUCTION

Today Organizations constantly working in changing environment among new technology and high competition helped to reach more customers with regard and frequency and impact of advertising. In today's world mobile marketing paves new way to succeed in targeting audience. Mobile marketing is defined because the use of the mobile medium (e.g. mobile phones) as a means of marketing communications. Since teenagers and young adults are faster adopting it, mobile advertising seems have a bright future, but the extent of acceptance by consumer still remain unclear due to various hurdles, including feelings of intrusiveness and privacy concerns.

Although Variety of firms are using mobile advertising for his or her products, there still are several issues that remain to be addressed. Again many researches are conducted within the context of western countries while this current study is conducted for Indian consumer.

## REVIEW OF LITERATURE

Dr. K. Girija (2016) - 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 web, mobile broadband subscription rate also increased dramatically. So this study tries to understand the notice and perception of kids about the mobile marketing. This study has conducted in Tiruchengode with 100 respondents. Those marketers who create a full mobile experience for his or her consumers-with apps, optimized mobile sites mobile loyalty programs, employing targeting like location, allowing sales on mobile devices etc. are really experiencing the facility of mobile along the acquisition funnel

Arpit Jain Mr. Abhinav Chaudhary (2015) - Mobile Marketing is emerging function of marketing. Today marketers want to stay connected with their customers 'always. As lifestyle of consumers is changing importance of traditional mediums like TV, Radio is decreasing and newer mediums like mobile, internet etc. is gaining importance. Since mobile may be a personalized device which a customer keeps with him always; when he's resting when he's travelling, when he's going out with friends and family etc.

Mohammad Kashif (2015) - The paper aims to understand how mobile marketing has affected the lifestyle of youngsters. It is based on the secondary data, and it explores different articles published on mobile marketing and its impact. The youths are responsible in family economies for making agile decision. The businesses got to adhere their marketing efforts to stay up with the advance in technology because the age of mobile has already arrived.

K.R Shabhu, Aathira Nandakumar and Aswathi Nandakumar (2016) - Marketing with the help of mobile phones will help the brand managers to communicate with the customers through SMS, MMS and other available services. Considering the very fact that today's youngsters are tomorrow's consumers, there's a requirement to organize youngsters to think about different consumption patterns.

## OBJECTIVES OF THE STUDY

- To study and understand the effect of Mobile advertising and Marketing among the youngster in Chennai
- To identify youngster's influence in mobile advertisements
- To know the risk factors and privacy issues in mobile advertisement

**RESEARCH METHODOLOGY**

The Research Design undertaken for the study is Descriptive Research Design.

**PERCENTAGE ANALYSIS**

S. No	Particulars	No. of Respondents	Percentage
1.	<b>Gender of the respondents</b>		
	Male	101	77.7
	Female	29	22.3
	<b>Total</b>	130	100
2.	<b>Education qualification</b>		
	High School	6	4.6
	Diploma	11	8.5
	Bachelor's degree	63	48.5
	Master's degree	50	38.5
	<b>Total</b>	130	100
3.	<b>Average time spent on during users leisure time</b>		
	Mobile	117	90
	Laptop/Desktop	86	66.2
	Newspaper/book/Articles	14	10.8
	<b>Total</b>	130	100
4.	<b>Average time on a day on mobile</b>		
	None	1	0.8
	0 to 2 hours	13	10
	2 to 6 hours	80	61.5
	6 to 12 hours	33	25.4
	More than 12 hours	3	2.3
	<b>Total</b>	130	100

## RESULTS AND DISCUSSIONS

## CHI-SQUARE

The table showing the relationship between are aware of mobile Marketing and likely to buy products that are promoted by mobile marketing

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.102 <sup>a</sup>	4	.059
Likelihood Ratio	7.382	4	.117
Linear-by-Linear Association	.857	1	.355
N of Valid Cases	130		

There is a significant relationship between Are you aware of mobile Marketing and I am likely to buy products that are promoted by mobile marketing websites with the satisfaction towards

## CORREALATION

Table showing the relationship between Advertisements through mobile have a positive influence on my purchase decision and do you think Mobile Marketing is a trustable source for advertising

		Advertisement through mobile have a positive influence on my purchase decision	Do you think Mobile Marketing is a trustable source for advertising
To identify youngster's influence in mobile advertisements [Advertisement through mobile have a positive influence on my purchase decision]	Pearson Correlation Sig. (2-tailed) N	1  130	.357** .000 130
To identify youngster's influence in mobile advertisements [Do you think Mobile Marketing is a trustable source for advertising]	Pearson Correlation Sig. (2-tailed) N	.357** .000 130	1  130

Pearson correlation value is 0.357. So, it is positive correlation. Hence there is positive correlation between Advertisements through mobile have a positive influence on my purchase decision and do you think Mobile Marketing is a trustable source for advertising.

## CONCLUSION

Now a day's business is so faster and the time to market is much challenging in any product or services and the only way to achieve the faster medium to bring the product to the market or to the customers is through advertisement through mobile marketing strategies and this paves the way for any business to spread easily to much larger audience and particularly youngsters of this generation so moving forward the Brand will sustain in the future once the product or service is reachable to younger generation.

## REFERENCES

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