

MOBILE MARKETING AND ITS IMPACT ON CUSTOMER'S BUYING BEHAVIOR: A STUDY OF GWALIOR REGION

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Abstract: Development makes promoting openings and difficulties. Mobile advertising, a zone of versatile business, is a type of promoting those objectives clients of handheld remote gadgets, for example, cell phones and PDAs. It can reach the target customers anywhere anytime. The primary objective of this study is to gain an insight into the perception of mobile users, towards mobile marketing/advertising and their utility value in terms of impact on the purchase decision. Hence we are attempting to explore consumers' responsiveness to mobile marketing and their perception, taking into cognizance the impact of demographic factors. The study also aims to concretize some features enhancing the acceptability/ utility of mobile marketing/advertising and suggests an appropriate strategic initiative for the same. The major findings reveal that the perception of consumers towards mobile marketing is that they find it time consuming, always relayed at wrong time, too many ads creating a clutter and not suitable to their personal needs etc. Further results indicate that mobile marketing/ advertising (in its current format) does not have a significant impact on the purchase/brand decision of consumers. Mobile marketing is relatively at a nascent stage in India. Distinct

Keywords: Mobile marketing, Consumer perception, Consumer purchasing behaviour. T Test preferences were expressed by customers regarding the desirable content of such messages.

I. INTRODUCTION

Portable showcasing and publicizing are transitioning. Seen as the most individual methods for correspondence with buyers, portable promoting is energizing to beat the disgrace of bigger publicizing markets – print, TV, radio and on the web. In spite of investigation over promoting spending in a monetary decrease, portable publicizing has stayed level year-over-year and in a few territories made minor increases. SMS and informing keep on dominating as the vehicles ready to communicate with the biggest part of the introduced base for cell phones. Versatile recreations used to speak to the aggregate total of in-application publicizing, however not any longer. The surge in advanced cell applications widens the interest for advertising messages embedded amid program runtime.

Area is the versatile advertiser's closest companion as it rapidly turns into a vital part for accuracy group of onlookers focusing on. This investigation analyzes the extension and development of the versatile portion. The report characterizes portable promoting, depicts significant biological system players and dives into a scope of mainstream and developing innovation channels used to discuss straightforwardly with the versatile purchaser, including: informing, look, web, video and applications.

The examination additionally depicts the part that Proximity Marketing and Location-Based Services have in achieving the currently shopping buyer. Versatile showcasing can allude to one of two classes of promoting. To start with, and moderately new, is intended to portray promoting on or with a cell phone, for example, a cell phone (this is a case of even media transmission joining). Second, and a more customary definition, is intended to depict advertising in a moving manner, for instance: - innovation street appears or moving boards. Portable Marketing is an arrangement of practices that empowers associations to impart and draw in with their group of onlookers in an intuitive and pertinent way through any cell phone or system. Promoting on a cell phone has turned out to be progressively well known as far back as the ascent of SMS (Short Message Service). In the course of recent years SMS has turned into an authentic publicizing divert in a few sections of the world.

2. REVIEW OF LITRATURE

Godin (1999) found that new media in the advanced economy had made possibly effective apparatuses for immediate and intuitive showcasing. Conventional promoting correspondence techniques had been founded on the intrusion rationale where the purchaser was compelled to quickly focus.

Krishnamurthy (2001) proposed a reasonable structure for overseeing internet promoting utilizing the authorization advertising approach. Authorization showcasing requires the shopper to partake in the program by giving the consent and the data for proceeding with the relationship. The enthusiasm for this cooperation emerges from the adjust of advantages (message pertinence and financial advantages) and costs (individual data, message handling costs, protection costs) for customers.

Li et al (2002) examined how negative responses like disturbance emerge through interruption publicizing. The channel impacts purchaser responsiveness to advertising correspondence by being seen as either aggravating or satisfactory (Abernethy 1991). On the off chance that the shopper considers promoting correspondence by means of a channel as aggravating it might contrarily

influence the regard for and view of the message. Interestingly, the channel may likewise upgrade the acknowledgment of the promoting correspondence in the event that it is seen as proper for the particular advertising correspondence. Likewise, a few shoppers may see the channels as impartial, i.e. it is neither irritating nor acknowledged. In spite of significant showcasing potential, investigate on portable promoting and especially through its best application, short message benefit (SMS) is as yet embryonic.

Marinova, Murphy and Massey (2002) Permission showcasing was presented as another administrative approach in promoting correspondence. It had been contended that organizations advantage from persuading shoppers' consent to be reached Permission from the customer would resolve the troubles to gain admittance to the purchaser. Authorization was, in any case, not really an assurance that the shopper focuses; it was just an entryway opener and gives a sign of the customer's potential intrigue territories.

Barnes (2002) in his paper focused on the intuitive idea of versatile publicizing and the capacity to utilize relevant data to focus on the messages to singular recipients, at the end of the day to customize the message. He additionally underlined that area mindful promoting messages were making five to ten times higher navigate rates contrasted with conventional web publicizing messages.

Heinonen and Strandvik (2003) demonstrated that versatile channels were seen to be more individual than customary and email channels. This makes elevated requirements for the importance of advertising correspondence messages. A shopper anticipates that messages will be close to home and of high intrigue and this makes the failure more noteworthy when they get undesired messages. Portable promoting may even advance over the line of prudence and attack customers' security due to the individual idea of the cell phone.

Trappey and Woodside, (2005) Although SMS experiences a confinement the 160 character content just arrangement, developments, for example, the capacity to send standardized tags enhance open doors for coupons, purpose of-offer recovery, and ticket buys (have opened open doors for showcasing through cell phone).

Nysveen et al (2005) consolidated different hypothetical fields (Information framework research, Uses and delight research; and Domestication look into) and showed that showcasing supervisors ought to know about motivational factors, for example, saw expressiveness, saw happiness, saw handiness, and saw convenience, notwithstanding customers' demeanor toward utilize , regularizing weight, and behavioral control for future research.

Baron, Patterson, and Harris, (2006) Text informing was first created in 1991 for GSM advanced cell phones, nearly unintentionally). SMS was the triumph of the customer - each age needs an innovation that it can receive as its own particular to speak with - and the content age took up SMS. The way that the section boundaries to taking in the administration were so high were favorable position since it implied that guardians and educators and other grown-up specialist figures were improbable, unfit and unwilling to utilize the administration. SMS is one of only a handful couple of administrations in buyer history that has become quick without relating diminishes in estimating.

Jim Bruene (2006) According to Jim Bruene web based keeping money is the best thing to happen to individual fund administration since the creation of the paper explanation. In numerous nations, half or a greater amount of online clients routinely visit their bank to check account exercises, confirm stores, and simply check whether everything is all together. As indicated by a report by Mintel International Group Ltd (June 1, 2006), the powers driving the development of the Internet-expanded broadband access, new advancements that give a safe situation, and the transitioning of more technically knowledgeable human will consolidate to move web based managing an account too.

Mintel expected that web based managing an account will proceed to develop and turn out to be more productive for money related organizations, especially as the Internet develops and resulting ages turn out to be all the more mechanically educated. Components affecting web based managing an account incorporate the pattern inside the business and the financial powers behind evolving socioeconomics.

Yan et al. (2006) utilized TAM to estimated client acknowledgment of short message benefit (SMS) in Hong Kong and China and prescribed that so as to define a fruitful business technique for a particular administration in a particular market, a portable administrator needed to lead a thorough report and recognize the key outer variables that will influence the apparent handiness, saw usability, and subjective standards towards acknowledgment of that specific administration in a particular market.

Baron et al. (2006) demonstrated the need of further research into the significance of content informing as a social and social practice in regular day to day existences, with accentuations on addictive practices, learning and the improvement of collections of relational abilities by progressively complex customers, and sentiments of rejection by non-members through subjective research approach that consider shopper instant message (short message benefit – SMS) conduct.

Heikki Karjaluo(2004) improve the information about the part of portable advertising medium in organizations advancement blend and to cast light on end clients encounters of versatile showcasing channel. The examination showed that portable advertising is a growing two way showcasing medium that was at that point today savvy and all the more significantly intuitive channel that can be use to infer the offers of heap items and administrations. However the new channel had numerous difficulties, for example, innovative and legislatorial issues that must be considered in arranging executing. Portable advertising effort. The after effects of study give a few administrative experiences into the part of versatile advertising medium today and soon.

3. Research Methodology

3.1: need for the study

The mobile market is increasing day by day and also the mobile users are increasing. The most common media for communication in present era is mobile. Most companies are focusing on mobile marketing. So there is a need to study the consumer perception towards mobile marketing and what is the impact of mobile marketing on the purchase decision of consumers.

3.2 objective of the study

- To study the impact of mobile marketing on purchase decision of consumers.
- To find out factors affecting perception and attitude of consumers towards mobile marketing.
- To find the impact of demographics towards mobile marketing.

3.3 Methods of data collection

Survey method

Direct personal interviews were conducted with the respondents to collect information. Structured questions were asked to all the respondents. A questionnaire was prepared for that.

Primary data: - Primary data is collected from the respondents by conducting direct personal interviews by using structured questions.

Secondary data: - Secondary data was collected from the internet, journals and text books etc.

Sampling Design

Target population: The collection of elements or objects that possesses the information sort by researchers. We have a wide range of target population that consists of all the mobile users.

Element: In this study our respondents are our elements which will provide information needed by researchers.

Sampling unit: It is an element or a unit containing the elements that is available for selection at some stage of sampling process. In this study sampling unit is same as an element alternatively the sampling unit might be all working and non working people.

Sampling frame: It consists of a list or set of directions for identifying target population. Our frame consists of wide range of mobile users.

Sampling technique: - Convenience sampling technique has been used in this study.

Sample size: - a set of 150 respondents has been used in the study so sample size is 150 in this case.

Hypothesis

1. H₀: There is no significant impact of gender of an individual on his/her perception of mobile marketing.
2. H₀: There is no significant impact of individual's occupation on his /her reactions towards mobile marketing.
3. H₀: All age groups of the respondents have same response to mobile marketing.
4. H₀: Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors which has an impact on the attitude of the consumers towards mobile marketing.
5. H₀: There is no significant impact of mobile marketing on purchase decision whether it provides sufficient information to purchase.

Statistical Tools

For data analysis we had used SPSS to study the relationships and associations between the variables- Z test, chi-square test and analysis of variance is used.

4 Data Analysis And Interpretation

1. Hypothesis

H₀- There is no significant impact of gender of an individual on his/her perception of mobile marketing.

H₁- There is significant impact of gender of an individual on his/her perception of mobile marketing.

Interpretation

Independent sample Z test is applied to test the difference in the means of two categories of the gender to check out whether an individual's gender has an impact on his/her perception of mobile marketing. The value of 2 tailed Significance comes 0.777 (table 1) which is greater than 0.05 (95% confidence Interval)

which means that null hypothesis is not rejected. It means that gender has no impact on the perception of mobile marketing. All males and females have same perception about mobile marketing.

2. Hypothesis

H₀-There is no significant impact of individual's occupation on his/her reactions towards mobile marketing.

H₁- There is significant impact of individual's occupation on his /her reactions towards mobile marketing.

Interpretation

Independent sample Z test is applied to test the difference in the means of two categories of the occupation to check out whether an individual's occupation has an impact on his/her reactions towards mobile marketing. The value of 2 tailed Significance comes 0.963 (table 2) which is greater than 0.05 (95% confidence Interval) which means null hypothesis is not rejected. It means that

occupation of an individual has no impact on the reactions of people towards mobile marketing. All working and non working have same reactions towards mobile marketing

3. Hypothesis

H0- All age groups of the respondent have same response to mobile marketing.

H1-: As the age of the respondent varies his response to mobile marketing varies.

Interpretation

Analysis of variance test is used to check out the differences in the means of dependent variable in several categories. Here dependent variable is the response of the people towards mobile marketing.

Here we find that the variation between groups which is variation in response related to the variation in the means of the various groups of the age, within group is the variation in response due to the variation in each category of age. Mean square is the sum of squares divided by appropriate degree of freedom. The value of 2 tailed Significance comes .119 (table 3) is greater than the .05 which means null hypothesis is not rejected. All age groups of the respondent have same response to mobile marketing.

4. Hypothesis

H0- Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors which has no impact on the attitude of the consumers towards mobile marketing.

H1- Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors which has an impact on the attitude of the consumers towards mobile marketing.

Interpretation

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Here the chi square value or the calculated values for three variables are 12.667, 47.111 and 68.667 respectively. Df is the degree of freedom which refers to the number of values that are free to vary after restriction has been placed on the data, which is 4, 4 and 14 respectively so the tabulated values at .05 significance level according to the degrees of freedom of the variables are 9.488, 9.488 and 23.685 so the calculated values of all the variables are greater than the tabulated values which means that null hypothesis is rejected (table 4). So we can say that Effectiveness of mobile marketing and experience to purchase made on the basis of mobile marketing are the factors has an impact on the attitude of the consumers towards mobile marketing.

5. Recommendations

Personalization: Marketers can personalize text messages based on the consumers' local time, location, and preferences.

Time: Less intrusive than phone calls, recipients can read text messages at their leisure and choose when to respond, if at all. Still, organizations must consider the best time and message frequency for the target group and topic.

Location: Mobile phones amplify two key arguments for electronic commerce, location independence and ubiquity. Consumers increasingly expect tailored and location-based services, thereby underlining the importance of personalized mobile marketing. Properly applied, location-based services can create or reinforce virtual communities.

Preferences: Personalizing messages increases their impact. Similar to traditional media, a personalized SMS campaign relies upon databases with enough active and potential clients to reach the target group probably. Such databases regularly contain personal information such as leisure activities, holidays, music and media interests, type of Internet access, occupation, marital status, car ownership and income.

Consumer control, permission and privacy: Gathering data required for tailoring messages raises privacy concerns. Corporate policies must consider legalities such as electronic signatures, electronic contracts, and conditions for sending SMS messages. Advertisers should have permission and convince consumers to "opt-in" before sending advertisements. A simple registration ensures sending relevant messages to an interested audience.

Unsolicited messages, Unwanted messages are illegal in some countries and annoy consumers regardless of the medium (e.g., fax, telephone, electronic mail, or mobile devices). Unwanted messages may work as the strongest negative influence on consumer attitudes towards SMS advertising.

6. Conclusion

The purpose of this research was to investigate the impact of versatile showcasing as a specialized device on creating shopper buy goal and to guarantee purchasers state of mind towards such methodologies. The discoveries of this observational investigation demonstrate that all the figured theories were an indistinguishable way from was speculated in the examination. It appears that purchasers who were subjected to broad promoting responded contrarily towards versatile showcasing publicizing and subsequently had less aim to take an interest in authorization based publicizing programs. There is additionally impression of respondents that versatile advertising is tedious, transferred at wrong time and structures a messiness. There is likewise no effect of past understanding and viability of portable promoting in obtaining choice.

It likewise has all the earmarks of being a positive connection between saw convenience and goal to take an interest, as shoppers who trusted that SMS promoting messages were valuable and significant to their interests communicated more preparation to take part in such projects. In any case, there gave off an impression of being an adverse connection between individual utilize and past response i.e. buyers who had negative mentalities towards coordinate advertisings were less disposed to get remote publicizing messages. Additionally, buyers who were more averse to have aim to take an interest in an authorization based publicizing programs had the conviction that versatile was for individual utilize.

To the extent trust is worried, there had all the earmarks of being a negative connection between past responses and trust i.e. customers who communicated antagonistic states of mind toward coordinate promoting were more averse to share their own data by means of SMS publicizing messages. In conclusion, there has all the earmarks of being a negative connection between broad publicizing and trust i.e. purchasers who were subjected to broad publicizing called attention to that they were more averse to trust firms utilizing SMS promoting. Consent showcasing requires the buyer to take an interest in the program by giving the authorization and the data for proceeding with the relationship. The enthusiasm for this support emerges from the adjust of advantages (message importance and financial advantages) and costs (individual data, message preparing costs, protection costs) for buyers.

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APPENDIX

Table 1: Independent Sample t Test

		t-test for Equality of Means				
		t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Perception	Equal variances assumed	.260	133	.795	.22002	.84672
	Equal variances not assumed	.247	81.154	.806	.22002	.89254

TABLE 2: INDEPENDENT SAMPLE T TEST

		t-test for Equality of Means				
		t	Df	Sig.(2-ailed)	Mean Difference	Std. Error Difference
Response To Mobile Marketing	Equal variances assumed	-.047	133	.963	-.02430	.52158
	Equal variances not assumed	-.046	123.428	.963	-.02430	.52653

TABLE 3: ONE WAY ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	52.816	3	17.605	1.988	.119
Within Groups	1160.221	131	8.857		
Total	1213.037	134			

Table 4: CHI SQUARE TEST

	Response to mobile marketing	effectiveness of mobile marketing	experience made on purchases through mobile marketing
Chi-Square(a,b)	68.667	47.111	12.667
Df	14	4	4
Asymp. Sig.	.000	.000	.013

Table 5: One Way Anova

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	75.378	4	18.844	2.153	.078
Within Groups	1137.660	130	8.751		
Total	1213.037	134			