

Youngsters Attitude towards Mobile Shopping

Dr. M. P. Asha Kumari

Associate Professor of Commerce, Muslim Arts College, Thiruvithancode, Kanyakumari District.

Abstract – India is one of the fastest growing mobile markets in the world and currently there are around 870 million mobile users. At the same time it has the largest youth population in the world recent transformation of mobile handsets from technologically limited mobile phones into true hybrid mini-computers, and the transition to 3G networks, converted the mobile medium into an attractive value delivery channel for business entities. Attitude is a major factor in information systems and marketing researches. Attitude and Perception is outcome of what we say, feel and know. Attitude and Perception is a lasting general evaluation of people, objects, advertisements or issues. The aim of the paper is to study the attitude and perception of mobile marketing among youngsters. In this research hundred youngsters were selected from Kanyakumari district based on convenience sampling. The obtained data were processed by using appropriate method for testing hypothesis.

Keywords: Mobile marketing, Attitude, Perception, Youngsters.

This paper is presented at the National Seminar on E-Marketing of Products and Services: Way Forward.!? on 9th March (2018) conducted by Department of Commerce, St. Jerome's College, Anandhanadarkudy, Kanyakumari District, Tamilnadu, India.

INTRODUCTION

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 fact that today's youngsters are tomorrow's consumers, there is a need to prepare youngsters to consider different consumption patterns. This is done with the aim to empower young consumers to access the market with clearer ideas and to develop their capacity to select among existing products and services. Producers on the other hand have powerful resources and therefore the consumers or youngsters cannot adopt defensive strategies. The competition faced by these producers are high that they have to adopt new and improved way of marketing the products and they have to ensure that they reach the core customers while marketing their product. Information technology has affected everything in the business. Due to the presence of immense competition it has become necessary that effective marketing techniques are to be adopted by the organisation. Thus, it has been advised that for the producers to stay competitive in the market they will have to use the technological advancements available in the market. These technological advancements have led to the

invention of mobile phones and this has been a mile stone in communication media. This advancement has resulted in easier communication between people from different countries, cultural backgrounds and profile communicate with each other more easily. It has become much easier to access internet with the help of mobile phones even in the absence of computers. Mobile phones have influenced the youngsters with the coming of mobile internet. With this advancement people can easily access the world out of their reach with a press on a button. The customers are now more aware about the changes in the market and they are considered an integral part of any business as now the market is expanding beyond market. This trends has lead to the introduction of mobile marketing as mobile is considered as an inevitable part of life of youngsters. Mobile phones have influenced the way the market works and thinks. It is used as a tool for targeting, interacting and establishing relationships with the customers. Mobiles help in easy communication between the 2 ends. Mobile phones also have a descent storage capacity that helps the youngsters store music and other video content in their phone. This adoption of mobile phones by people have created a need for understanding the trends of mobile marketing and the factors that affect the marketing behaviour. With the evolution of e-commerce a new marketing channel has emerged known as mobile marketing. Mobile marketing has resulted in further development of media industry as a whole. Other names for mobile marketing are wireless marketing, mobile advertising and wireless advertising.

OBJECTIVES OF THE STUDY

- To check the level of awareness of the mobile marketing on youngsters.
- To study the perception of youngsters about mobile marketing.
- To study the attitude of youngsters about mobile marketing.

RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The study is compiled with the help of both primary and secondary data. The primary data were collected from the sample young respondents with the help of interview schedule. The secondary data has been collected from books, journals, magazines, websites etc...

RESULTS AND DISCUSSION

Data collection through interview schedule resulted in availability of the desired information but these were useless until there were analyzed. Various steps required for these purpose were editing, coding and tabulating. Tabulating refers to bringing similar data and compiling them in an accurate and meaningful manner. The data collected by interview schedule was analyzed, interpreted with the help of Likert's five point scaling technique and ANOVA.

Table 1: Level of awareness on mobile marketing among youngsters

S.No	Level of awareness	No. of respondents	Percentage
1	Low level	33	33
2	Medium level	49	49
3	High level	18	18
	Total	100	100

Source: Primary data

It is observed from the table that out of 100 sample respondents, 33 respondents have low level of awareness, 49 respondents have medium and 18 respondents have high level of awareness towards mobile marketing.

Table 2: Perception about Message by youngsters

S.No	Perception about Message	Intensive value	Rank
1	Useful	344	IV
2	Wastage of time	328	VI
3	Not having any significance	332	V
4	Informative	420	I
5	Convincing	360	III
6	Likable	398	II

Source: Primary Data

First rank is given to "Informative", followed by "Likable", "Convincing", "Useful", "Not having any significance" and "Wastage of time".

Table 3: Attitude towards mobile marketing on youngsters

S.No	Attitude	Intensive value	Rank
1	Good	358	III
2	Like	334	V
3	Entertainment	340	VI
4	Convincing	326	IV
5	Attractive	436	I
6	Informative	390	II

Source: Primary Data

The above table depicts the attitude among mobile marketing among the youngsters. The attribute "Attractive" ranks first, "Informative" ranks second followed by "Good", "Convincing", "Like" and "Entertainment".

Table 4: Opinion about the following statements by the youngsters

S.No	Statements	Intensive value	Rank
1	I like SMS of advertisers	440	I
2	It is informative	398	II
3	Attractive schemes and up to date information are available	365	III
4	Mobile is the only option I have to update myself	358	IV
5	I can inform others	344	V
6	It is cheaper option	332	VI
7	It helps me a lot	330	VII
8	Having more confidence while purchasing product	322	VIII

Source: Primary data

The above Table 4 depicts that the "SMS of advertisers" which has the highest intensive value and hence ranked first, while "informative", "attractive schemes" ranked second and third respectively. The least intensive value statement is "having more confidence while purchasing product".

Table 4: Attitude and Perception towards mobile marketing

S.No.	Attitude/Statements	Opinion Index	Rank
1	Modern commercial means	370	VII
2	Opportunities for choosing appropriate products	375	VI
3	Purchasing products	380	V
4	Distributing & Selling products	430	II
5	Mobile phone messages are received at appropriate time	365	VIII
6	Easy accessibility to target audience	436	I
7	Information received	428	III
8	Plays are important role in enhancing loyalty to the organization and its products	395	IV
9	To enhance product awareness between the consumer and the organisation	355	X
10	Active role in building a relationship between the consumer and the organization and its products	360	IX

Source: Primary data

Table 4 depicts the attitude and perception towards mobile marketing by the youngsters. The attribute “easy accessibility to target audience” ranked first and “Distributing & Selling products” ranked second. It also reveals that the youngsters are not satisfied with the “Mobile phone messages are received at appropriate time”, “Active role in building a relationship between the consumer and the organization and its products” and “To enhance product awareness between the consumer and the organization” and it must be improved.

To study the attitude and perception of mobile marketing among youngsters, 100 sample respondents were

selected from Kanyakumari district by adopting convenience sampling method. The data collected through interview schedule is analyzed by using mathematical techniques. Primary data will analyze through percentage analysis and Future analysis. It includes statistical methods. The data collected by interview schedule was analyzed, interpreted with the help of ANOVA.

ANOVA TEST

Hypothesis 1

Anova is results for age with useful, wastage of time, not having any significance, informative, convincing and likable (perception)

H0: The perception of youngster is same across different age groups.

H1: The perception of youngster is different across different age groups.

ANOVA

Perception					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.409	3	1.803	5.925	.001
Within Groups	150.942	496	.304		
Total	156.31	499			

Interpretation

Significance value is less than 0.05. So, null hypothesis is rejected and alternative hypothesis is accepted so, we can say that there is a statistical significance difference between age and perception dimensions.

Hypothesis 2

Anova is results for occupation with useful, wastage of time, not having any significance, informative, convincing and likable (perception).

H0: The perception of youngster is same across different occupation group.

H1: The perception of youngster is different across different occupation group.

ANOVA

Perception					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.358	4	.090	.284	.888
Within Groups	155.993	495	.315		
Total	156.351	499			

Interpretation

Significance value is more than 0.05. So, null hypothesis is accepted and alternative hypothesis is rejected so, we can say that there is a statistical significance difference between occupation and perception dimensions.

Hypothesis 3

Anova is results for monthly family income with useful, wastage of time, not having any significance, informative, convincing and likable (perception).

H0: The perception of youngster is same across different monthly family income group.

H1: The perception of youngster is different across different monthly family income group.

ANOVA

Perception					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.132	4	.783	2.530	.040
Within Groups	153.219	495	.310		
Total	156.351	499			

Interpretation

Significance value is less than 0.05. So, null hypothesis is rejected and alternative hypothesis is accepted so, we can say that there is a statistical significance difference between monthly family income and perception dimensions.

Hypothesis 4

Anova is results for age with good, like, entertainment, convincing, attractive, informative (attitude).

H0: The attitude of youngster is same across different age group

H1: The attitude of youngster is different across different age group.

ANOVA

Attitude					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.657	3	1.886	6.019	.000
Within Groups	155.397	496	.313		
Total	161.354	499			

Interpretation

Significance value is less than 0.05. So, null hypothesis is rejected and alternative hypothesis is accepted so, we can say that there is a statistical significance difference between age group and attitude dimensions.

Hypothesis 5

Anova is results for occupation with good, like, entertainment, convincing, attractive, informative (attitude).

H0: The attitude of youngster is same across different occupation group

H1: The attitude of youngster is different across different occupation group.

ANOVA

Attitude					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.771	4	.693	2.166	.072
Within Groups	158.283	495	.320		
Total	161.054	499			

Interpretation

Significance value is more than 0.05. So, null hypothesis is accepted and alternative hypothesis is rejected so, we can say that there is a statistical significance difference between occupation group and attitude dimensions.

Hypothesis 6

Anova is results for monthly family income with good, like, entertainment, convincing, attractive, informative (attitude).

H0: The attitude of youngster is same across different monthly family income group.

H1: The attitude of youngster is different across different monthly family income group.

ANOVA

Attitude					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.488	4	1.122	3.547	.007
Within Groups	156.566	495			
Total	161.054	499			

Interpretation

Significance value is less than 0.05. So, null hypothesis is rejected and alternative hypothesis is accepted so, we can say that there is a statistical significance difference between occupation group and attitude dimensions.

CONCLUSION

To conclude, mobile marketing can be viewed as the next generation of corporation promotional medium, to extend its communication interface and interactions with its customer base. One point to take notice is that the development of mobile marketing is pivoted by the rapid development of mobile device technologies. Hence, mobile marketers must constantly update the current mobile technologies so that they can provide the best technology available to their customers. By doing so, end users will benefit and can enjoy the service and technology available.

REFERENCES

- [1] Antonides G. and Fred van Raaij, Consumer behavior: A European Perspective, John Wiley & Sons Ltd., (1998), pg. 197, 555
- [2] Barnes, S. J., and E. Scornovacca. "Mobile Marketing: The Role of Permission and— Acceptance." International Journal of Mobile Communications, 2, 2, 128-39, (2004)
- [3] Bauer Hans H., Stuart J. Barnes, Tina Reichardt, Marcus M. Neumann, driving consumer— acceptance of mobile marketing: a theoretical framework and empirical study, Journal of Electronic Commerce Research, VOL. 6, NO.3, (2005)
- [4] Becker M., Arnold J., Mobile Marketing For Dummies, Wiley publishing Inc. (2010)
- [5] Dickinger Astrid, Arno Scharl, Jamie Murphy, Diffusion and success factors of mobile marketing Electronic Commerce Research and Applications 4 (2005) 159–173
- [6] Elliot S., Electronic commerce: B2C Strategies and Models, John Wiley & Sons Ltd, 2002 pg. 2
- [7] Friedrich R., Florian Gröne, Klaus Hölbling, Michael Peterson, The march of mobile— marketing: New Chances for Consumer Companies, New Opportunities for Mobile Operators, Journal of the Advertising Research March 2009
- [8] Grant I., Stephanie O'Donohoe (2007), Why young consumers are not open to mobile— marketing communication, International Journal of Advertising, 26(2), pp. 223–246