

Attitude of Consumers towards Mobile Marketing in Nagercoil

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Abstract - Mobile market growth, especially in developing countries, has provided a direct net benefit to local and national economies through increased employment, employment wages, tax revenue, and Gross Domestic Product (GDP) . It is estimated that for ten percent of mobile penetration growth, GDP will grow on average of 0.6% per annum (GSM World 2006). With increased mobile phone use, and its key contributions to a market's growth, questions can be raised regarding how marketers can take advantage of the mobile channel and which key variables will stimulate consumer acceptance of marketing through the mobile channel, mobile marketing. Telecommunications can be seen as a social and economic enabler. The advantages of improved communications extend beyond financial opportunities to include improved family and community fellowship, and health services. In many developing countries, fixed landline penetration falls below 1% of the total population for reasons such as the prohibitive costs of usage and the costs of building new infrastructure. The findings of this study show that if mobile advertisers can present mobile ads pleasingly, with appropriate information, consumers will not be annoyed and there is a fair possibility that they will gradually like the ads. Furthermore, credibility, a construct of this study, has found to be the most significant of the factors affecting respondents' attitude toward mobile ads.

Key words: Mobile Ads, Consumer Attitudes, Short Messaging Service (SMS), Entertainment, Informativeness, Irritation and Credibility.

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INTRODUCTION

In today's world, technology influences our culture more than ever. Consumers have begun to evolve to be filters, able to tune out constant bombardment of messages that may come in from TV or banner ads, email newsletters or bill boards. Marketers have noticed for this trend and have moved on to more nuanced techniques to gather consumer attention, namely mobile marketing. This shift from traditional marketing to mobile in bound marketing, that is performance based, has created a requirement that communication with

future customers occurs at a personal level. Focusing a message on the individual customer is replacing the more impersonal, mass messaging techniques of old.

Mobile Internet Marketing offers an effective and modern progression in the marketing mix, providing a wave of inbound, localized and personalized marketing. Here's a quick preview of what mobile internet marketing consists of, and what it can do for your business. Mobile market growth, especially in developing countries, has provided a direct net benefit to local and national economies through increased employment, employment wages, tax revenue, and Gross Domestic Product (GDP). It is estimated that for ten percent of mobile penetration growth, GDP will grow on average of 0.6% per annum. With increased mobile phone use, and its key contributions to a market's growth, questions can be raised regarding how marketers can take advantage of the mobile channel and which key variables will stimulate consumer acceptance of marketing through the mobile channel, mobile marketing.

STATEMENT OF THE PROBLEM

Consumer attitude toward mobile marketing is a domain enquiring further academic research. Hence, the broader purpose of this study is to deeper regarding consumer attitudes toward mobile marketing by implementing primary research in an authentic campaign environment. This approach ensures that participants had at least some experience with mobile marketing and allows questions related directly to specific advertisements. In addition, this approach permits the examination of brand related outcomes and possible behavioral patterns. This study is widely based on attitude theory that has its roots in psychology. In order to build a research framework this theory has been applied to the on text of attitudes towards marketing and consumer behavior. More specifically, this study contributes to the understanding of how mobile marketing is perceived and what factors contribute to successful mobile marketing.

REVIEW OF LITERATURE

Vetter 2000; Kumar (2004), For instance, a consumer's communications with a Web site from a desktop computer at home, with signals carried over a wireless local area network (WLAN) or over a satellite network, would qualify as wireless but not mobile communications. A wireless access itself can allow only very limited mobility within the range of this access point. True ability can, however, only be achieved by an underlying mobile network, which implements the mobility across the whole area versed. This is important to keep in mind when marketing through the mobile channel. Based on this distinction, we suggest that the mobile as a concept provides the best conceptual foundation for the phenomenon, particularly because of its inclusive nature and representation of the space in which the value of mobile marketing communications evolves. Thus, the concept of mobile marketing and its subset mobile advertising are the most appropriate definitions for this evolving phenomenon.

Catherine waston (2013) in his study shows that these attitudes persist despite increasing quency of use and increased functionality of mobile phones in the smart phone era. Consumers perceive their mobile device to be for personal communication, and prefer to be able to exercise control over their interaction with organizations. Findings suggest that acceptance can be enhanced by permission marketing, trust-building, creating a sense of being in control, and useful and pertaining website content. Accordingly, pull technologies seem to hold particular promise for mobile marketing communications. This study, therefore, proceeds to explore use of attitudes towards an important pull technology, QR codes. QR codes, two-dimensional bar codes, can be scanned to provide access to websites, information and applications. Despite their potential, uptake is low. Users in this study who had scanned a QR code had used them to access a variety of different content on different types of items and in different locations.

OBJECTIVES OF THE STUDY

The following are the important objectives of the study:

- To study the essentials of mobile marketing
- To analyze the consumer attitude towards mobile marketing
- To analyze the barriers to the growth of mobile marketing

SCOPE OF THE STUDY

The present study is conducted in a narrow sense. From this study researchers found why customers delay or hesitate to buy things from mobile marketing. Researcher analyze the various problems faced by the customers, found what are the fraud activities done on online shopping.

LIMITATIONS OF THE STUDY

The study has certain limitations, a few are listed below:

- ❖ The results and findings are confined to a limited area that is it covers only Nagercoil.
- ❖ The opinion of the respondents may be biased.
- ❖ Time and resource constraint

RESEARCH METHODOLOGY

Both primary and secondary data has been used for the purpose of this study. Primary data is collected with the help of the structured questionnaire the same is finalized after conducting a pilot study. The secondary data is collected from various published sources such as books, journals, newspapers, websites etc. 50 sample respondents selected from Nagercoil area. Convenient sampling method used for this study.

STATISTICAL TOOLS USED FOR THIS STUDY

Percentage analysis, 5 point scale and simple average.

Table 1
Demographic profile of the Respondents

Variable	Frequency	Percentage
Gender		
Male	31	62
Female	19	38
Age		
Upto 30	28	56
Above 30	22	44
Educational qualification		
Upto SSLC	17	34
Above SSLC	33	66
Family Income		
Below 30,000	6	12
30,000-50,000	12	24
50,000-80,000	9	18
80,000-100,000	10	20
Above 100,000	13	26

Source: Primary data

The above table shows that most of the respondents 62 per cent of them male and 38 per cent of them female. 56 per cent of the respondents belongs to the age category of up to 30 and 44 per cent of them belongs the age category of above 30. 66 per cent of the respondents are the above SSLC qualification and most of the respondents ie 26 per cent of them earning above 1,00,000 income.

Table 2
Attitude towards mobile marketing

Sl.No	Attitude	No.of Respondents	Percentage
1	Boring	15	30
2	Informative	8	16
3	Useless	12	24
4	Interesting	7	14
5	Credible	8	16
	Total	50	100

Source: Primary data

From the above table shows that 30 per cent of the respondents opinioned the mobile marketing is boring for them and 16 per cent of the respondents opinioned the mobile marketing was useful for them and 24 per cent felt that the mobile marketing was useless, 14 per cent of them felt the mobile advertising was interesting and few respondents 16 per cent felt that mobile marketing was credible for them.

Table 3
Consumers' opinion towards mobile marketing

Sl.No	Opinion	No. Of Respondents	Percentage
1	Entertaining	7	14
2	Up date the products	10	20
3	Manipulative	8	16
4	Disturbance	20	40
5	Positivity	5	10
	Total	50	100

Source: Primary data

From the above table shows that 14 per cent of the respondents felt mobile marketing was entertaining, 20 per cent of them felt mobile marketing was up date the products,

16 per cent of them opinioned mobile marketing was manipulative, 40 per cent of them opinioned mobile marketing was disturbance for them and 10 per cent opinioned mobile marketing was positivity for them.

Table 4
Garrett Ranking

S.NO	Consumers Attitude	Garrett Mean Score	Rank
1	Positivity	28.93	X
2	Helpfulness	52.43	V
3	Disturbance	67.81	I
4	Manipulative	47.87	VI
5	Entertainment	35.93	IX
6	Informative	58.75	III
7	Useful	56.68	IV
8	Interesting	42.62	VIII
9	Credible	42.93	VII
10	Irritating	66	II

Source: Computed data

It can be inferred from the table 1.4 the main attitude consumer is 'disturbance' it ranks first and 'irritating' ranks second, 'informative' ranks third, 'useful' ranks fourth, 'helpfulness' ranks fifth, 'manipulative' ranks sixth, 'credible' ranks seventh, 'interesting' ranks eighth, 'entertainment' ranks ninth and 'positivity' ranks last.

SUGGESTIONS

Based on the finding of the study the researcher gives the following suggestions to overcome the various problems faced by the consumers in mobile marketing.

- The companies selling their products or services through mobile marketing, genuine to give the correct information about the product.
- The companies try to send SMS to announce their products, maximum they can avoid the calls.
- The supply of information must be adequate and comprehensive
- The companies avoid to disturbance the customer again and again; they can follow the different interval to call the customers.

CONCLUSION

This study has looked into the consumer view of mobile marketing. Specifically, the focus of the research has been on consumer attitudes and their impact on purchase intention. The contribution of this research for the field of mobile marketing lies in the fact that it is among the first studies to focus on different types of permission. The findings provide unique information as to how the use of existing customer data influences attitude toward mobile marketing when compared to consumer data provided by a third party. The results of the study highlight the importance of customer data in the design of mobile marketing campaigns. A large number of the campaigns participating in this study were designed to address a relevant consumer need by analyzing the consumer data. The results of this study indicate that when the mobile marketing has the possibility to target actual needs of customers based on existing customer data, attitudes towards mobile marketing are likely to be high.

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