

Attitude And Penetration of M Marketing Among Adolescent in South Chennai

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ABSTRACT

This study aims to explore and examine the attitude towards and penetration of mobile marketing among adolescents in South Chennai. Mobile marketing is a cross-channel online marketing technique focused on reaching a specific audience on their smartphones, tablets, or any other related devices through a website, email, SMS and MMS, social media, or online application. It focuses on building relationships with users. An attitude is what one feels about something and is highly personalized. Penetration is what one thinks about after analyzing some literal and logical facts about it, and it is not highly personalized. Adolescents feel attracted to mobile marketing, and they are more aware of knowing all the trends and technologies and accepting them in their way of life.

Keywords: M-Marketing, Adolescents, Attitude and Penetration

INTRODUCTION

India is the world's second-largest telecommunications market, with a subscriber base of 1,170.38 million in december 2022 and has registered strong growth in the last decade. We live in a world where trends and technology are developing day by day. The first handheld mobile phone was demonstrated by martin cooper of motorola in newyork city on 3rd april 1973, this took place on july 31st 1995 and the cell was made by the then west bengal chief minister jyoti basu to union communications minister sukh ram.

Mobile marketing has become the most concerning marketing strategy. It is an instant and direct channel through which a company can communicate with its audience anytime and anywhere. An advertising activity that was on mobile devices, such as apps, via push notifications, emails, and text promos. Audiences are grouped by behaviours, not by demographics. It is a subset of mobile advertising.

Reasons mobile marketing is becoming more important:

- Time spent on mobile devices is increasing
- Mobile commerce and mobile marketing go hand-in-hand
- Sms open rates are higher than email
- Mobile marketing reaches a broader market
- Work as a direct marketing channel

With the evolution of e-commerce a new marketing channel has emerged known as m-marketing.

REVIEW OF LITERATURE

S PRASANTH AND KAVITHA RAJAYOGAN (2021) - the paper aims to understand how mobile marketing has affected the lifestyles of youngsters, it is based on primary data, and it explores different articles published on mobile marketing and its effects mobile advertising have a positive influence on purchase decision.

DR. KAHKASHAN KHAN AND AWANTIKA PANDEY (2019) “Effect on mobile marketing on youngsters” Finds that there is a positive impact of mobile marketing on youngsters but this impact could be more powerful and many youngsters still there who have many negative views about mobile marketing. Because youngsters have a positive attitude towards M-Marketing and the researcher finds that marketing has influenced the youngster's purchasing decisions.

K R SHABHU, AATHIRA NANDAKUMAR AND ASWATHI NANDAKUMAR (2016), positive impact should be exploited by both the producers and consumers. Because today's youngsters are tomorrow's consumers, there is a requirement to organize youngsters to think about different consumption patterns.

STATEMENT OF THE PROBLEM:

The paper aims to find out how mobile marketing has influenced the purchasing patterns of adolescents. So the statement of this project would be "attitude and penetration of m-marketing among adolescents in south Chennai."

OBJECTIVES OF THE STUDY

1. To study the penetration of adolescent towards mobile marketing.
2. To study of attitude of adolescent about mobile marketing.
3. To identify adolescent influence in mobile marketing.
4. To find impact of mobile marketing on adolescent.

RESEARCH METHODOLOGY

RESEARCH APPROACH:

The approach adopted for this study is to generate data, analyse it, and reflect the attitude and penetration of adolescents towards mobile marketing. The study focuses on checking the awareness of mobile marketing among adolescents. To know the preferences of adolescents towards mobile marketing.

RESEARCH DESIGN

The research design undertaken for the study is descriptive research design

SAMPLING TECHNIQUE

The sampling technique used for this study was non-probabilistic sampling, wherein convenience sampling was chosen for the study as certain people staying in areas of south Chennai were considered for study purposes. This sampling technique is economical, cheap, and faster.

SAMPLE AREA:

This reasearch is totally bases on south chennai.

SAMPLE SIZE:

A sample size of 74 respondents are between 18 years to 35 years.

DATA COLLECTION METHOD:

PRIMARY SOURCE: The data is collected directly from respondent with the help of structured questionnaires.

SECONDARY SOURCE: The secondary data has been collected through various books, magazines, library and internet.

PERCENTAGE ANALYSIS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	GENDER OF THE RESPONDENTS		
	MALE	52	70.3%
	FEMALE	22	29.7%
	TOTAL	74	100%

2.	AGE OF THE RESPONDENTS		
	20 YEARS AND BELOW	36	48.6%
	21-25	24	32.4%
	26-30	14	18.9%
	TOTAL	74	100%
3.	OCCUPATION OF THE RESPONDENTS		
	SALARIED EMPLOYEE	16	21.6%
	STUDENT	46	62.2%
	BUSSINESSMAN	8	10.8%
	OTHERS	4	5.4%
	TOTAL	74	100%
4.	IS MOBILE MARKETING IS TRUST WORTHY		
	YES	12	16.2%
	NO	62	83.8%
	TOTAL	74	100%
5.	DO YOU RECEIVE ANY CALL/SMS OF PROMOTION		
	YES	66	89.2%
	NO	8	10.8%
	TOTAL	74	100%

HYPOTHESIS TESTING:

H0: YOUNSTERS ARE NOT LIKELY TO RECIEVE SMS FOR PROMOTION

H1: YOUNGSTERS ARE MORE LIKELY TO RECEIVE SMS FOR PROMOTION AND TRUSTWORTHY

	TRUST	DON'T TRUST	Total
RECEIVE	5.346	27.65	32.996
NOT RECEIVE	0.648	33.52	34.168
Total	5.994	61.17	67.164

Expected Frequency	
2.944	30.051
3.049	31.118

OBSERVED	EXPECTED	Chi-square
FREQUENCY	FREQUENCY	points
5.346	2.944	1.9595
0.648	3.049	1.8922
27.65	30.051	0.1919
33.52	31.118	0.1854

Observed Frequency	
5.346	27.65
0.648	33.52

Critical value of Chi-square

Chi-square value

Chi-test (P) Value

Significant Value

3.841458821

4.229

0.039768197

0.05

We can also use P-Value to predict the same i.e. if P-value $\leq \alpha$ (significant value 0.05), Null hypothesis will be rejected

If the P-value $> \alpha$, do not reject the null hypothesis.

P-value(0.039) $< \alpha$ (0.05),

reject H0, accept H1.

Hence Youngsters are more likely to receive SMS for promotion and trustworthy

FINDINGS

- ❖ Adolescents in South Chennai are well aware of mobile marketing.
- ❖ Adolescents would feel more comfortable and trust mobile marketing if they knew the marketers.
- ❖ Adolescents found that sharing personal information for mobile marketing is not safe as it is used by other marketers and by other online entities, which disturbs them.

- ❖ Adolescents want more innovation in mobile applications so that they can use them in the future.

SUGGESTION

- ❖ Mobile marketing has a positive impact, and this should be exploited by both producers and consumers for efficient results.
- ❖ It would be appreciated if they took the necessary action to restrict the message stating the claims and awards.
- ❖ Marketers should have a deep study of the recent trends and demands of the adolescent population in order to make a great impact on them.
- ❖ Some adolescents are still worried about financial errors, so there should be a proper system. So that marketers can make everyone believe that no loss will happen to the customers.
- ❖ Mobile marketing messages and advertisements should be more attractive so that they capture the adolescent's mind and make him purchase the product.

CONCLUSION

To conclude, the research conducted was done for the academic purpose and the topic of the research is to analyze the attitude and penetration of mobile marketing on adolescent in south chennai. The objective of the study are met and it has been find that the adolescent of south chennai are well aware of mobile marketing and they are prefer using mobile marketing. Mobile marketing can be viewed as the future generations of corporation promotional medium. To come of the point, the mobile is expeditiously becoming a practical direct market channel. Mobile users are becoming more educated about the functionality and features of their devices.

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