



A STUDY ON CONSUMER ATTITUDE TOWARDS MOBILE PHONE MARKETING IN PUDUKKOTTAI DISTRICT

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ABSTRACT

Mobile phones and its application are now the most popular keywords in mobile technology. People are interested to buy mobiles in shops and online. Today's mobile phone application markets host an ever-increasing number of applications. The sheer number of applications makes their review a daunting task. The purpose of this paper is to present the result of a survey on the attitude of consumers toward the various types of mobile phones in marketing usage such as application software, e-mail, Internet browsing, ringtones, and other mobile content. The data were collected through survey questionnaires filled by 50 individual users across the city of Pudukkottai.

Keywords: Mobile Phone, Consumer Attitude, Consumer Usage Survey, Exploratory Study.

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INTRODUCTION

Nowadays, most of the mobile phones offer more advanced computing power and connectivity than a contemporary mobile phone. Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device.

From opening an email to visiting website to reading content, it's all accessible through a small mobile screen. Consider: 80% of internet users own a Smartphone.

Mobile platforms, such as smartphones and tablets, host up to 60% of digital media time for users in the U.S. Google anticipates search queries on mobile devices to surpass desktop searches by the end of 2016. Effective mobile advertising means understanding the mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps. Literately, a mobile phone is a handheld computer, as it is powerful enough to deliver various functionalities comparable to a computer. The releases of dual-core processor mobile phones recently have further reaffirmed this view. Along with the mobile phone's fundamental capabilities to make a voice call, video call, SMS, and MMS, mobile phones have been repositioned as a new information medium i.e. mobile phones have an extended and exhaustive list of information processing functionalities such as managing personal schedule, accessing Internet contents, editing documents, utilizing location-awareness function, and many other exciting applications. All these functionalities are delivered through the software installed on the mobile phone. It is stressed that the ever-increasing importance of mobile software and other mobile content is solicited by the prevalence of mobile phones.

As with any marketing effort, every brand and organization will develop a unique mobile strategy based on the industry and target audience. Mobile technology is all about customization and personalization, which means mobile marketing.

Step 1 - Create Mobile Buyer Personal

Understanding the audience is the first step to any marketing strategy, and buyer person as does valuable tools to aid in that understanding. Buyer personas are simply fictional representations of various types of customers. Create a profile that describes each one's background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase process. It is easier to determine a channel and voice for marketing messages when you have a clear picture of the target audience.

Make a specific point to detail your target audience's mobile habits as well. How much of their web usage happens on mobile devices? Are they comfortable completing a purchase on a Smartphone? A simple way to start is to research big data reports on mobile usage. Some interesting observations include:

- 65% of all email is first opened on a mobile device.
- 48% of users start their mobile internet sessions on a search engine.
- 56% of B2B buyers frequently use smartphones to access vendors 'content.
- 95% of adults primarily use their smartphones to access content/information.

To better understand your specific target market, monitor Google Analytics for your site's mobile traffic numbers. You can also ask or survey clients and prospects about their mobile web usage.

A/B testing—which compares two versions of the same campaign on a certain channel—can also be informative for developing any aspect of buyer personas. When all other factors are the same, do your email campaign landing pages get more views when you send a related email on weekends or weekdays? In the mornings or in the evenings, which title or email subject gets more clicks-through both the general and specific data will help develop audience personas that include mobile usage.

Step 2 - Set Goals

The key to defining any effective strategy is to first decide what success looks like. Get the key stakeholders together to map your mobile marketing strategy. Identify goals by asking your team some of these questions:

What are we currently doing for mobile? This will define your starting point, and make sure everyone is on the same page as you begin.

If you are already doing mobile marketing, how are those initiatives performing? This conversation will identify what is already working, what is not, and what's not even being measured.

What are your main objectives for including mobile marketing in your overall strategy? Discuss why you're considering mobile now, what conversations have led up to this point, and what you expect from mobile marketing.

Who are your key audiences for mobile marketing? Talk about your customer personas in light of mobile usage updates. How similar or different is each persona's mobile usage?

How are you engaging your mobile audience cross-channel? This discussion will help analyze how the channels you're currently using can be included in your mobile marketing strategy.

Mobile-Friendly Website

A mobile-friendly website is no longer an option—it's a must. The rise in mobile traffic coupled with Google's mobile-friendliness ranking factor means a brand's site must adapt to mobile devices to stay competitive.

For search engines, —mobile-friendliness means that: the content fits on the screen without side-to-side scrolling or zooming; content loads quickly; the site returns no mobile-specific errors.

Google has even provided a free mobile-friendliness tool to help marketers determine how to best improve their sites. The most important reason to maintain a mobile-friendly site is to create a consistent and engaging user experience. Mobile UX has a dramatic effect on every stage of the buying cycle:

- 64% of mobile web users abandon pages if they don't load within 10 seconds.
- 35% of executives could not make an intended purchase because the website they visited wasn't mobile-friendly.
- 90% of the C-suite uses mobile devices to research business purchases.

Making sure of mobile user experience is as easy and seamless as possible should be a primary marketing goal.

MOBILE ADVERTISING FOR EMAIL

With 57% of email opened on mobile platforms and 69% of mobile users deleting email that isn't optimized for mobile, it's clear that your audience is engaging with email campaigns on mobile devices. Most email marketing providers will use responsive design a strategy that automatically formats web page content for optimal viewing on any device but there are still some key considerations for designing email CTAs with mobile users in mind: Place the CTA early in the message (above the fold whenever possible).

Make buttons at least 44x44 pixels, so they are easy-tappable. Email sends should optimize what is displayed in the mobile inbox from fields max out at 23 characters, and subject lines at 38 characters. Finally, don't forget about those landing pages.

If your email is mobile-friendly, but the click-through goes to a landing page that isn't optimized for mobile, that visitor will likely become frustrated and bounce from the page.

Creating a unique landing page for an email campaign is a great way to optimize for the mobile user. A unique landing page also allows you to create a range of metrics that will help monitor the mobile success of the campaign. Here are a few things to keep in mind as you design this unique, mobile-friendly landing page:

Remember that readers are using their fingers to select items. Use pronounced image buttons and keep the layout simple.

- Keep forms minimal. The fewer fields, the better.
- Make sure your images are re-sizable for different devices.
- Verify that the page looks as good vertically as it does horizontally.
- Not sure where to start with your landing page? Check out these templates for inspiration.

SMS AND MMS MARKETING IS PERSONAL

SMS, also known as short messaging service puts into context how personal mobile marketing can be because you are sending a message directly to a customer or potential customer's device.

SMS and MMS are very powerful channels for mobile marketing. Over 3.6 billion people can receive SMS messages, and 90% of those messages are opened within three minutes (compared to 90 minutes for the average email). Consider:

- The open rate of SMS is 98% compared to 22% for emails.
- Text messages can be 8x more effective at engaging customers.
- Almost 50% of consumers in the U.S. make direct purchases after receiving an SMS- branded text.

It's important to remember that marketing directly to mobile devices is more personal than targeting an audience through other channels. When reaching someone on a mobile device either through email, SMS, or MMS, you are reaching that person in his/her pocket or purse. Be personal, respectful, and clear:

- Keep the text under 160 characters.
- Don't use slang or abbreviations.
- Offer the recipient something of value.
- Make it clear who is sending the message.
- Craft a clear call to action.

A similar way to reach your audience on mobile devices is MMS or multimedia message service. The difference is that MMS is a multimedia message that can be sent peer-to-peer, from a mobile messaging service provider or from a website to a mobile phone. MMS messages can include text, photos, videos, audio, or GIFs. Expanded media options allow for a more branded message and create a better tie-in to other marketing campaigns.

- Why should you use MMS marketing to reach your mobile audience?
- MMS texts have a higher customer engagement with a 15% average CTR (click-through rate).
- MMS increases campaign opt-ins by 20% over SMS.
- Subscribers are eight times more likely to share MMS content on social networks.

Because MMS offers a richer media experience than simple SMS messaging, you should make the most of those extra media options:

- Include engaging visuals.
- Tie the MMS send to a multi-channel marketing campaign.
- Make the message easily shareable via social media buttons.

It's important to take privacy regulations into consideration with SMS and MMS marketing. Because these messages are considered automated calls, they fall under the Telephone Consumer Protection Act (TCPA) of 1991. That means three privacy principles should govern how you implement SMS and MMS into your marketing:

- Adequate notice you should inform consumers that they will be receiving SMS messages from a concrete short code-based program.
- Opt-in consent you must get opt-in confirmation before sending marketing SMS and MMS messages. Online forms to enter your SMS or MMS program require a double opt-in.
- Opting out it should be very clear how someone can opt out of your program.
- SMS and MMS are very personal, and thus very powerful, mobile marketing options. Make sure to handle them with tact and detailed strategy.

ADDING MOBILE APPS TO THE MIX

Mobile apps can support many business goals, including extending your product, driving engagement, and even supporting e-commerce. To maximize an app's impact on your marketing, you will want to be involved in the entire process, from app development through implementation. Just like any other marketing channel, it's important to consider how the app can be used for acquisition. You may offer extra features or more mobile content in exchange for a user's contact information, similar to how you would gate content on your website for the same purpose. You will also want to make sure the app encourages user engagement to build relationships and loyalty, and—of course—drive conversions. Those conversations are driven by two types of messages: push notifications and in-app notifications. Both communicate directly to your audience, so both should be considered strategic marketing channels.

PUSH NOTIFICATIONS

Push notifications are messages or alerts delivered by your app to the user. These messages appear on the home screen of a user's mobile device regardless of whether the user is engaged with the app or even has it open. For a push notification to work, the user needs to have already downloaded your app and agreed to allow push notifications. Luckily, 70% of mobile users allow push notifications.

Examples of Push Notifications Include

- Reminders
- Promotional messages
- Calls to action for specific events or goals
- Messages that are highly personalized based on user profiles
- In-App Notifications

In-app communications direct your user's attention to specific actions, messages, and features within the app, and are opportunities for you to engage your users.

These messages give you the chance to be more personal and creative than SMS or push notifications because the user is already in your app and you aren't limited by space constraints or message volume issues.

Here are three ways you can take advantage of in-app notifications:

- Introduce new app features to your users.
- Send messages to promote engagement with specific content pieces.
- Drive conversions by delivering targeted CTAs at specific levels of engagement.
- Both push and in-app notifications can be powerful ways to reach your audience, particularly because they've already taken the time to engage with your brand by downloading your app.

PUTTING IT ALL TOGETHER

A mobile marketing strategy is not a stand-alone effort, but it is a large chunk of any long-term or short-term marketing campaign and its importance is only growing. From email to PPC, to SEO, to content, to social media marketing, there is a mobile marketing channel to reach every part of your audience where they are most comfortable.

Optimizing your website and email sends for mobile devices, taking advantage of the SMS and MMS channels, and building a native app for your most highly engaged audience are all big projects. So, start by updating your buyer personas to get a better idea of where the majority of your target audience spends its mobile time. That will give you your start line, and the rest will fall into a logical order. Mobile technology is not a fad that's going away any time soon. Optimizing your marketing strategy for mobile will give your brand an edge over the competition. Don't wait to go mobile today!

OBJECTIVES

- To identify growth and development in consumer behaviour in mobile phone marketing
- To determine the socio-economic factors and performance in consumer attitude.
- To find out the consumer perception and satisfaction in mobile phone marketing.

SCOPE

- The study helps us to know about the youngster's attitude toward mobile phone marketing.
- The study will find consumers' estimations about mobile phones.

LIMITATION OF THE STUDY

- This study applies only to Pudukkottai District, it does not cover other districts.
- It's only a study about the consumer attitude towards mobile phone marketing.
- The data collected from the samples may not be completely appropriate.

RESEARCH METHODOLOGY

Basic Research and Applied Research Basic research is geared toward advancing our knowledge about human behaviour with little concern for any immediate practical benefits that might result. Applied research is designed with a practical outcome in mind and with the assumption that some.

RESEARCH DESIGN

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected. The main features of the study design and methods you select follow the question that has been posed. For example, you may be using a survey by questionnaire.

Sample size

The study was conducted on consumer attitudes towards mobile phone marketing. The size of the population is 50 and the survey was conducted in Pudukkottai city.

Research tools for the study

The statistical tools used for the analysis are

- Simple percentage Analysis
- Chi-square analysis

REVIEW OF LITERATURE

Review of the Mobile phone, we know that the Mobile phone has become more mobile and useful than ever before. It developed into a multi-purpose phone and also assists in the working environment. A mobile phone works together with the application software of social networking tools like Facebook. As a result, it has created a demand for Mobile phones and the growing interest of the population using Mobile phones. Hence, the organization should associate together with the climate whereby everyone will be depending on new technology in their lifestyle. Tethering is the process of connecting secondary devices (e.g., laptops, tablets, e-readers) to the Internet via a shared connection that is established by a mobile phone, either by setting up a personal Wi-Fi hotspot or by using a USB cable to connect (or tether) the devices. Tethering has been a complex and pressing issue for many operators globally due to an inherent lack of understanding of its impact on user behaviour and, ultimately, the undetermined potential impact on the profitability of carefully nurtured large-screen Internet access revenue streams. Indeed, such has been the fear of cannibalization of these revenue lines that operators have introduced several policies designed to shape consumer behaviour around tethering. These policies have also been influenced by the threat of abuse by users on unlimited data plans. The ability to connect multiple devices to a single cellular plan could significantly raise the ceiling of the potential usage demand of any given consumer.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE TEST

Hypothesis:

Ho: There is no relationship between Gender and Factors motivated.

H1: There is a relationship between Gender and Factors motivated.

Gender of Respondent * Satisfaction Level of Respondent Cross tabulation COUNT

		Satisfaction Level of Respondent					
		strongly disagree	Disagree	neutral	Agree	strongly agree	
gender of respondent	Female	3	4	7	4	3	21
	Male	5	5	6	5	8	29
Total		8	9	13	9	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.839 ^a	4	.765
Likelihood Ratio	1.878	4	.758
Linear-by- Linear Association	.274	1	.601
No of Valid Cases	50		

a. 5 cells (50.0%) have an expected count of less than 5. The minimum expected count is 3.36.

Interpretation

Since $1.883 < 9.488$ we accept the H_0 (Null Hypothesis). There is no relationship between Gender and Factors motivated.

SATISFACTION LEVEL OF RESPONDENT

Particulars	Frequency	Percentage
Strongly agree	24	48
Agree	32	64
Neutral	36	72
Disagree	18	36
Strongly disagree	14	28
Total	100	200
Average	50	100

Source: Primary Data

Interpretation

The above table shows that from the respondents of 100 that 48% of the Respondents preferred Strongly Agree, 64% of the Respondents preferred to agree, 72% of the Respondents preferred neutral, 36% of Respondents preferred disagree, and 28% of the Respondents are preferred strongly disagree.

SUGGESTIONS

From the result inferred from the data collected and little secondary information, the following suggestions are given to improve consumer buying behaviour.

- To explore the market, the mobile industry has to concentrate more on the youth segment by giving more advanced features.
- Compared to urban and suburban mobile phone usage in rural is low so mobile companies have to go for campaigns to create awareness among the rural people.

FINDINGS

- The majority of the respondents (29%) are male
- The majority of the respondents (25%) are having satisfaction(neutral)

CONCLUSION

Consumer buying patterns are based on our ability, willingness and consume power. A consumer is always influenced by the purchasing activities by some considerations which lead them to select a particular brand or a particular operating system in preference to others. Mobile marketing has a vital role in the marketing world, consumers mostly preferred smartphones. From this study, the researcher has gained a lot of practical exposure to consumer buying behaviour toward mobile phone marketing.

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