

Major Project

**ATTITUDE AND PERCEPTION OF MOBILE
MARKETING AMONG YOUNGSTERS**

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DISCLAIMER

The views expressed in this project are personal and not of the organization and this project is done as a detailed study under the course from strategy perspective only.

DECLARATION

This is to certify that the project entitled '**Attitude and Perception of Mobile Marketing among youngsters**' has been successfully completed by **Srishti Khanna – 2K16/EMBA/533**. This is further certified that this project work is a record of bonafide work done by me.

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This is further certified that this project work is a record of bonafide work done by him under my guidance. The matter embodied in this report has not been submitted for award of any degree.

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ABSTRACT

India is one of the fastest growing mobile markets in the world and currently there are around 870 million mobile users across the globe. At the same time, it has the largest population in the world recent transformation of mobile handsets from technologically limited mobile phones into true hybrid mini-computers, the transition to 3G networks, converted the mobile medium into a value delivery channel for business entities.

Marketing with the help of mobile phones will help the brand managers to communicate with the customers through SMS, MMS and other available services. Because 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.

Mobile marketing is marketing on or with a mobile device, such as a cell phone. Mobile marketing is defined as "the use of the mobile medium as a means of marketing communication", Mobile marketing is known as wireless marketing, although viewing advertising on a computer connected to a home local area network is not considered to be mobile marketing. Mobile marketing encapsulates a large set of applications and has the potential to create exceptional value to both consumers and business entities. Prior academic research on mobile marketing has identified an extended set of factors that may have an influence on the acceptance and adoption of mobile marketing practices by consumers.

Attitude is a major factor in information systems and marketing researches. Attitude & perception is outcome of what we say, feel and know. "Attitude & perception is a lasting general evaluation of people (including oneself), objects, advertisements or issues." It is important to highlight that attitude toward mobile marketing refers to consumers' attitude toward marketing in general rather than one specific type of marketing. Public attitude toward advertising has been a main concern and focus for a long time. Youngster's attitude toward mobile marketing has been popular among different researchers, especially focusing on mobile marketing.

TABLE OF CONTENT

1. Introduction to Mobile Marketing	1
1.1. Mobile Technology	1
1.2. Ecommerce and Electronic Marketing	1
1.3. Mobile commerce and Mobile Marketing	2
1.4. Attitude	3
1.5. Introduction of the topic	4
1.6. Definition of Keyword	4
1.7. Types of Mobile Marketing	5
1.7.1. SMS Marketing	2
1.7.2. MMS	2
1.7.3. Push Notification	5
1.7.4. In Game Mobile Marketing	4
1.7.5. Mobile Web Marketing	2
1.8. Justification of selection of the problem	3
1.9. Scope of the study	2
1.10. Pros of Mobile Marketing	2
1.11. Cons of Mobile Marketing	6
2. Literature Review	7
2.1. Enabling Technologies &Types of Mobile Marketing	7
2.1.1. 3G & Wifi	8
2.1.2. Bluetooth	10
2.1.3. Software &Technology	10
2.1.4. SMS & MMS	10
2.2. Attitude	11
2.3. Factors affecting Consumer Attitude	11
2.3.1. Personalization & Content	10
2.3.2. Perceived usefulness & Ease of Use	11
3. A Consumer Centric model of Mobile Marketing	12
3.1. Personalization/Targeting Process	12
3.2. Communication Process	13
3.3. Message Related Facilitators	11
3.4. Medium Related Facilitators	10
3.5. Source Related Facilitators	12
3.6. Consumer's Black Box	11
3.7. Consumer Response	11

4. Research Methodology	18
4.1. Research Objective of the Study	18
4.2. Scope of the Study	18
4.3. Research Hypothesis	18
4.4. Data Analysis	19
4.5. Research Method with Justification	19
4.6. Research Design	19
4.7. Research Equipment	21
4.8. Sampling Plan	21
4.9. Data Collection	12
4.10. Tools for Data Analysis	11
4.11. Methods for Data Analysis	11
5. Data Analysis & Interpretation	22
5.1. Reliability Statistics	22
5.2. Why to use ANOVA	27
5.3. ANOVA Test	12
5.3.1. The perception of youngsters across different age groups	11
5.3.2. The perception of youngsters across different occupation groups	11
5.3.3. The perception of youngsters across different income groups	12
5.3.4. The attitude of youngsters across different age groups	11
5.3.5. The attitude of youngsters across different occupation groups	11
5.3.6. The attitude of youngsters across different income groups	20
6. Findings & Recommendations	35
7. Conclusions	42
8. Bibliography	46
9. Annexure	79

CHAPTER-1

INTRODUCTION

Introduction of Mobile Marketing

Background

- After high penetration of the internet, mobile broadband subscription rate also increased dramatically. Subscriptions of mobile broadband outnumbered the subscriptions of broadband by 2008, which is indicating tremendous potential for mobile internet (International Telecommunication Union, 2009). Another research conducted by ITU (International Telecommunication Union, 2010) shows that 90% of the world population has internet access, and 80% of people who is living in rural areas also have internet access. Different reasons are playing a role in rise of mobile devices usage; Improvements in mobile technology, and integration of data, video and audio context in one mobile device absolutely increased the usage of mobile devices. Flexibility in communication and information sharing became possible with improvements in mobile technology and integration of internet and computing into mobile medium. The possibility of reaching the information anytime and anywhere triggered the improvements of mobile devices lately.

- Potential of interaction with consumer, target marketing and managing consumer relationship made mobile devices especially important channel for marketers. Mobile services and marketing has become powerful source for marketing communication and distribution. Backed up marketing activities with mobile devices provide companies an opportunity to directly communicate with consumers anytime, anywhere.

- Internet has been used as an effective channel by companies for building and managing consumer relationship with the mobile internet, marketing opportunities are defined by different authors like when mobile internet subscriptions outnumber the broadband subscriptions mobile internet will have the larger potential audience.

1.1 Mobile Technology

- Certainly, mobile technologies have a very crucial and important impact on today's businesses. As a result, mobile technologies are providing many opportunities for marketing activities, especially direct communication opportunity with consumers anytime, anywhere. Mobile phones and assistive networks seem to be dominant mobile commerce providers, other technologies and devices will probably have important role in mobile commerce soon. For instance, there are new devices that combine mobile phones and personal digital assistants' (PDA) features in one device.
- "Mobile communication devices, such as cell phones, laptops, PDAs, etc., have provided people with new approaches to accessing web contents, emails, instant messaging, and commerce services in a convenient and flexible fashion which fully takes the advantages of mobility and timeliness of mobile communication technologies."

More information about mobile technology will be provided in chapter 2 (3G, Wi-Fi, Bluetooth, Software and Technology, SMS & MMS)

1.2 Electronic Commerce and Electronic Marketing

- Definitions of electronic business, electronic commerce, and internet commerce are gathered together under the same roof, and threaded as the same term as electronic commerce. Electronic commerce defined as: "The process of buying, selling, transferring, or exchanging products, services and/or information via computer networks, including the internet.". Providing interactive environment and personalizing the content of message enabling powerful digital marketing channel (mobile devices and internet) to interact with consumers. There are four categories of electronic commerce identified, which are **business-to-business (B2B)**, **business-to consumer (B2C)**, **peer-to-peer (P2P)** and **consumer-to-business (C2B)**. And B2C defined as electronic commerce refers to exchanges between businesses and consumer.

1.3 Mobile Commerce and Mobile Marketing

➤ Business experts are estimating potential of mobile world without time and place boundaries Widespread usage of mobile phones accelerated the growth of usage of mobile devices to conduct mobile commerce.

➤ “In a mobile world, these activities (process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational goals) are performed via mobile devices, such as cellular phones and pagers, cordless telephones, personal digital assistants, two-way radios, baby crib monitors, wireless networking systems, global positioning systems (GPS) based locators and maps”.

Commonly mobile commerce is considered as part of the electronic commerce By taking advantage of technology and applications, mobile internet become advantageous subsidiary channel for traditional electronic commerce, which is indicating big potential Current improvements in mobile technology resulted in widespread usage and different functions of mobile devices, the mobile medium has turned into a powerful marketing channel, which allowed businesses to set up electronic presence alongside with their consumers without time and place boundaries.

➤ The Mobile Marketing Association, (2008) defines mobile marketing as “The use of wireless media as an integrated content delivery and direct response vehicle within a cross-media marketing communications program.” Anyway, it is important to clarify mobile marketing and mobile advertising). Mobile advertising as “Any paid message communicated by mobile media with the intent to influence the attitudes, intentions and behavior of those addressed by the commercial messages.” which can be also inferred from definitions mobile advertising is part of mobile marketing.

➤ After stating two types of mobile advertising which are push and pull advertising, explains it as following:

“Advertising that is “pushed” to the users’ devices are generally used in conjunction with mobile advertising. Push advertising may be unsolicited such as special promotions delivered by SMS to users within the context of an existing customer

relationship, or it may be solicited where users agree to have certain services or promotions pushed to them at certain times (sponsored sports score alerts, for example). Pull advertising, on the other hand, is defined as an advertising that is attached to content or services that users request or “pull” to themselves. For instance, when a customer requests the local weather from mobile service provider, the content of the response, including any related advertising, is pull advertising.” The increasing growth in mobile commerce gives new dimensions to interactive marketing. Direct interaction with consumers is possible via mobile marketing without time and place boundaries. Personal nature of the mobile phones provides an opportunity to understand buying habits and trends of individual consumers which is impossible in PC environment, that’s why marketers should see mobile internet as a powerful medium.

1.4 Attitude

- “Attitude is the individual predisposition to evaluate an object or an aspect of the world in a favorable or unfavorable manner.” Currently there is no formal agreement of definition of mobile commerce, but widespread acceptance of mobile commerce is the use of mobile devices to interact with consumers and transactions that takes place on private or public networks.

- Inevitably, developments and innovation bring about change for businesses and people alike. The Industrial Revolution led the way towards a new economy, “defined in terms of assembly- line production of standardized products, mass distribution of these products to consumers in a wide geographic area and mass media vehicles to carry standardized advertising messages” In other words, selling underwent a major transformation from personal one-to-one persuasion to what Solove calls “large-scale advertising campaigns designed for the nameless, faceless consumer.” The same message was broadcast to everyone, with total disregard towards the different nature of each person. Apparently, “mass marketing consumed vast fortunes and only a small fraction of the millions of people exposed to the ads would buy the products or services”. Thus, marketers learned not to treat consumers as a homogeneous group and understood that they had to come up with a solution to this problem. Soon, they discovered the value of targeted marketing.

Targeted marketing means “identifying a target market after detailed research and developing specific marketing campaigns focused at it” (Business Dictionary). A target market refers to a group of people that are most likely to buy the company is trying to sell. The first form of targeting involved selecting a particular TV program, radio show or magazine in which to place the ad message but unfortunately, this was merely perceived as mass marketing on a smaller scale. Since simply predicting individual preferences and tastes was no longer working, serious efforts have been made by companies to try and reach the consumer directly. Therefore, targeted marketing became truly successful when it was associated with direct marketing, “a database-driven interactive process of directly communicating with targeted customers or prospects using any medium to obtain a measurable response or transaction”. Through such means as mail-order catalogs, door-to-door salespersons and telemarketing, marketers attempted to build or add information to their databases and achieve a higher consumer response rate than mass marketing.

- For direct marketing to increase the low response rate, the targeting had to be more precise which meant that a more effective way to collect and analyze customer information was required. The advent of the Internet made way for computer databases to develop which brought about a great change to what targeting marketing once was. Instead of broadcasting a general message through television or print, it was now possible to send a targeted message to an individual via his/her email. As consumers engaged in Internet activities more and more, the amount of personal data generated increased as well. Pretty soon, marketers understood the benefits of this type of information being available: not only would it help them understand customers better but would help serve them better as well. If they could ensure an ongoing exchange of information (customer needs, interests, lifestyle), marketers stood a great chance of coming up with highly satisfying customized offers.
- Thus, from personal one-to-one persuasion, mass marketing and afterwards target marketing, we are now talking about one-to-one marketing which basically means “being willing and able to change your behavior toward an individual customer based on what the customer tells you and what else you know about that customer”. In other words, companies have started to understand that each customer is unique, or differently put, “a market of one” and that they can interact with him/her to determine

his/her needs and wants. This enables companies to offer products or services that have a better chance at pleasing the consumer. Basically, marketers have now returned to the idea of buyer-seller relationship that was discussed at the beginning of this introduction, that was the norm a long time ago and that is a necessity for success today.

In addition, customers are not only difficult to find but even harder to keep: “The mind of the consumer is complex. Numerous contextual influences interact to drive individuals’ deliberations about products and services and the processes that govern how and when individuals decide to pull the trigger on purchases are both varied and fluid over time and across consumption situations”. If we are to also consider the multitude of choices consumers nowadays have it is hard for companies to effectively persuade them into action. Stiff competition will only motivate marketers to find new ways of reaching prospective customers and to use more aggressive means to communicate their message across. This leads us to mobile marketing, a direct form of marketing that first, allows companies to form strong bonds with each one of their customers: “no other medium can provide the accurate and rich user profile, psychographic, social engagement and demographic data available from mobile. It also allows them to be creative to be ahead of the competition and to make buying more than a task on a to-do list. But as we shall see, there are not only advantages but also downsides to mobile marketing.

- Gone are the days when mobile phones were only used to communicate with each other. In fact, we have entered a new era, “the all mobile era,” in which mobile phones or rather said, smartphones, do it all, from browsing the Internet for information to ordering online and paying your bills. “The mobile phone is set to become the Third Screens after TV and computer,” Moreover, Apple’s iPhone, Google’s introduction of Android and Apple’s launch of the iPad have had an unbelievable effect: smartphone adoption has dramatically increased. The possibilities of smartphone use seem to be limitless and they have the potential to revolutionize the way people live and work. Thus, mobile phones have surpassed their status as mere gadgets and have become more of a precious commodity.

- Given the fact that people have their phones with them almost all the time, it is natural for companies and organizations to try and reach them using this medium. Therefore, mobile marketing is “a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network” (Mobile Marketing Association). There are many ways in which businesses can use mobile marketing but these aspects will be discussed in another chapter.

1.5 Introduction of the Topic

- 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. This type of market offers great opportunities for mobile marketing. However, Google has recently realized that the Smartphone penetration languishes at 10 million users and is likely to grow with cheaper handsets. Seeing and understanding this potential, Google is targeting SMEs in India. Internet growth in India will be through mobiles as currently there are only 100 million Internet users; this will simultaneously provide a huge boost for mobile marketing. Of course, India is a very heterogeneous country and therefore mobile marketing will pose challenges for many years to come.
- The Indian Telecommunications network with 110.01 million connections is the fifth largest in the world and the second largest among the emerging economies of Asia. Today, it is the fastest growing market in the world and represents unique opportunities for U.S. companies in the stagnant global scenario. The total subscriber base, which has grown by 40% in 2005, is expected to reach 250 million in 2007. According to Broadband Policy 2004, Government of India aims at 9 million broadband connections and 18 million internet connections by 2007. The wireless subscriber base has jumped from 33.69 million in 2004 to 62.57 million in FY2004- 2005. In the last 3 years, two out of every three new telephone subscribers were wireless subscribers. Consequently, wireless now accounts for 54.6% of the total telephone subscriber base, as compared to only 40% in 2003.

- Wireless subscriber growth is expected to bypass 2.5 million new subscribers per month by 2007. The wireless technologies currently in use are Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). There are primarily 9 GSM and 5 CDMA operators providing mobile services in 19 telecom circles and 4 metro cities, covering 2000 towns across the country.
 - India has one of the biggest telecom markets in the world. It has more GSM subscribers than fixed-line subscribers.
 - Total telecom subscribers –494.07 million (August 2009)
 - Tele density –42.27 per cent (August 2009)
 - Addition of mobile subscribers (July–August 2009) –15.08 million
 - Annual growth rate of telecom subscribers (June 2008–June 2009) –42.68 per cent
 - Average Revenue Per User (ARPU) for GSM (as on 30 June 2009) –US\$3.801
 - Telecom equipment market (2008–09) –US\$ 24.99 billion^{2,3}
 - Handset market (2008-09) –US\$ 5.82 billion^{2,3}
 - Expected mobile subscriber base (2013) –About 771 million.
- The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 700-member companies in 49 countries worldwide, the MMA is an action-oriented organization with global focus, regional actions and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate measure, guide and protect the mobile marketing industry worldwide.
- 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.
- According to Juniper Research (2008) the penetration rate of mobile handhelds exceeded 100% in Europe and in several Middle-Eastern and Asia-Pacific countries. It is also rising steadily and is currently above 80% in Americas. Globally the total number

of mobile subscribers was 3 billion by the end of 2007. The proliferation of the mobile technology and the use of personal mobile and wireless devices as a medium for communicating with and delivering value to consumers by business entities gave birth to mobile marketing, which quickly became an emerging research stream within the marketing discipline. Its relative novelty, rapid growth, unique features, and growing business potential made mobile marketing an attractive area of research for the last couple of years. Firms have already realized the importance of mobile medium in terms of establishing a virtual presence alongside their customers. They use the mobile medium for various marketing oriented purposes such as delivering promotional offers and personalized advertisements, providing value generating services, facilitating word of mouth, awarding customer loyalty, collecting feedback and engaging with customers through incentive-based interactive campaigns. Mobile marketing encapsulates a large set of applications and has the potential to create exceptional value to both consumers and business entities if and only if its true essence and unique properties are truly understood by all members of the mobile value chain. Prior academic research on mobile marketing has identified an extended set of factors that may have an influence on the acceptance and adoption of mobile marketing practices by consumers. However, the accumulated academic knowledge is highly fragmented and scattered across various journals of several disciplines, and hence it is quite difficult and impractical for practitioners to identify and track those articles, and to translate their findings into strategic implications.

1.6 Definition of Keywords

- **Mobile marketing** is marketing on or with a mobile device, such as a cell phone. Mobile marketing can also be defined as “the use of the mobile medium as a means of marketing communication”, the “distribution of any kind of promotional or advertising messages to customer through wireless networks”. More specific definition is the following: “using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders”.

- Mobile marketing is commonly known as wireless marketing, although viewing advertising on a computer connected to a home local area network is not considered to be mobile marketing.

1.7 Types of Mobile Marketing

1.7.1.SMS marketing

- **Marketing** through cell phones' **SMS (Short Message Service)** became increasingly popular in the early 2000s in Europe and some parts of Asia when businesses started to collect mobile phone numbers and send off wanted (or unwanted) content. On average, SMS messages are read within four minutes, making them highly convertible.
- Over the past few years SMS marketing has become a legitimate advertising channel in some parts of the world. This is because unlike email over the public internet, the carriers who police their own networks have set guidelines and best practices for the mobile media industry (including mobile advertising). The IAB (Interactive Advertising Bureau) and the Mobile Marketing Association, as well, have established guidelines and are evangelizing the use of the mobile channel for marketers. While this has been fruitful in developed regions such as North America, Western Europe and some other countries, mobile SPAM messages (SMS sent to mobile subscribers without a legitimate and explicit opt-in by the subscriber) remain an issue in many other parts of the world, partly due to the carriers selling their member databases to third parties. In India, however, government's efforts of creating National Do Not Call Registry have helped cell phone users to stop SMS advertisements by sending a simple SMS or calling 1909.
- Mobile marketing via SMS has expanded rapidly in Europe and Asia as a new channel to reach the consumer. SMS initially received negative media coverage in many parts of Europe for being a new form of spam as some advertisers purchased lists and sent unsolicited content to consumer's phones; however, as guidelines are put in place by the mobile operators, SMS has become the most popular branch of the Mobile Marketing industry with several 100 million advertising SMS sent out every month in Europe alone.
- Over the past few years mobile short codes have been increasingly popular as a new channel to communicate to the mobile consumer. Brands have begun to treat the mobile short code as a mobile domain name allowing the consumer to text message the brand at an event, in store and off any traditional media.

- SMS marketing services typically run off a short code, but sending text messages to an email address is another methodology. Short codes are 5 or 6-digit numbers that have been assigned by all the mobile operators in each country for the use of brand campaign and other consumer services. Due to the high price of short codes of \$500–\$1000 a month, many small businesses opt to share a short code to reduce monthly costs. The mobile operators vet every short code application before provisioning and monitor the service to make sure it does not diverge from its original service description. Another alternative to sending messages by short code or email is to do so through one's own dedicated phone number. Besides short codes, inbound SMS is very often based on long numbers (international number format, e.g. +44 7624 805000 or US number format, e.g. 757 772 8555), which can be used in place of short codes or premium-rated short messages for SMS reception in several applications, such as product promotions and campaigns. Long numbers are internationally available, as well as enabling businesses to have their own number, rather than shortcodes which are usually shared across many brands. Additionally, long numbers are non-premium inbound numbers.
- One key criterion for provisioning is that the consumer opts in to the service. The mobile operators demand a double opt in from the consumer and the ability for the consumer to opt out of the service at any time by sending the word STOP via SMS. These guidelines are established in the MMA Consumer Best Practices Guidelines which are followed by all mobile marketers in the United States. In Canada, opt in will be mandatory once the Fighting Internet and Wireless Spam Act comes in force in mid 2012.

1.7.2.MMS

- MMS mobile marketing can contain a timed slideshow of images, text, audio and video. This mobile content is delivered via MMS (Multimedia Message Service). Nearly all new phones produced with a color screen can send and receiving standard MMS message. Brands can both send (mobile terminated) and receive (mobile originated) rich content through MMS A2P (application-to-person) mobile networks to mobile subscribers. In some networks, brands are also able to sponsor messages that are sent P2P (person-to-person).

Good examples of mobile-originated MMS marketing campaigns are Motorola's ongoing campaigns at House of Blues venues, where the brand allows the consumer to send their mobile photos to the LED board in real-time as well as blog their images online.

1.7.3. Push Notifications

- Push Notifications were first introduced to smart phones by Apple with the advent of the iPhone in 2007. They were later further popularized with the Android operational system, where the notifications are shown on the top of the screen. It has helped application owners to communicate directly with their end users in a simple and effective way. If not used wisely it can quickly alienate users as it causes interruptions to their current activities on the phone. It can be much cheaper if compared to SMS Marketing for the long run, but it can become quite expensive on the short run, because the cost involved in application development. Once the application is downloading and installed provided the feature is not turned off it is practically free, because it uses internet bandwidth only. SMS and Push Notifications can be part of a well-developed Inbound Mobile Marketing Strategy.

1.7.4. In-Game Mobile Marketing

- There are essentially four major trends in mobile gaming right now: interactive real-time 3D games, massive multi-player games and social networking games. This means a trend towards more complex and more sophisticated, richer game play. On the other side, there are the so-called casual games, i.e. games that are very simple and very easy to play. Most mobile games today are such casual games and this will probably stay so for quite a while to come.
- Brands are now delivering promotional messages within mobile games or sponsoring entire games to drive consumer engagement. This is known as mobile advertising or Ad-funded mobile game.

1.7.5. Mobile Web Marketing



Google and Yahoo! as displayed on mobile phones

- Advertising on web pages specifically meant for access by mobile devices is also an option. The Mobile Marketing Association provides a set of guidelines and standards that give the recommended format of ads, presentation, and metrics used in reporting. Google, Yahoo, and other major mobile content providers have been selling advertising placement on their properties for years already as of the time of this writing. Advertising networks focused on mobile properties, SMS reseller and advertisers are also available. Additionally, web forms on web pages can be used to integrate with mobile texting sources for reminders about meetings, seminars and other important events that assume users are not always at their computers.

1.8 Justifications for Selection of The Problem

Problem Area

- However, mobile marketing has still many challenges to overcome, the first one being people's reception of it. For instance, we are bombarded with marketing messages at home, on the Internet and basically everywhere we go. Because of this constant presence in our lives, many people have a negative attitude towards advertising. Thus, marketers' attempt to reach consumers on their mobile phones might very well be regarded as intrusive. There are already so many concerns about privacy and trust in the online environment that perhaps some people do not want to worry about these matters in the mobile world as well: "Digital technology enables the preservation of the minutia of our everyday comings and goings, of our likes and dislikes, of who we are and what we own. It is ever more possible to create an electronic collage that covers much of a person's life" In addition, fear of spamming can also be a major concern. Thus, addressing these issues and providing convincing solutions is of utter necessity and importance to gain consumer acceptance of mobile marketing.
- Furthermore, should mobile marketing be readily accepted by people, another challenge would be marketing to them at a very personal and geographically relevant level to ensure response and consequently success. Latest solutions in the form of location-based marketing, mobile augmented reality and mobile apps have been provided to market at a personal and geographically relevant level and to create value for the consumer.
- However, there may be a problem with people understanding these methods or the reason why they received an ad message. To sum up, it can be said that there is excitement and hype surrounding mobile marketing but also legitimate criticism which could be a possible explanation for Hopkins and Turner's statement, "you'd be surprised how many people talk about mobile marketing but don't actively use mobile marketing."

Problem Formulation:

- Thus, although mobile marketing has been touted as the next big thing, just as social media marketing before it, there is still plenty of unknown territory to be explored when it comes to the everyday consumer's perception and acceptance of it. Its novelty may help it get noticed but will not necessarily guarantee good times, especially considering

it still has certain challenges to overcome. Moreover, given the fact that consumers lie at the heart of the

success or failure of any industry, it would be intriguing to research the chances of mobile marketing to be embraced and to thrive upon. This curiosity prompts the following problem formulation:

- To what extent does the mobile phone provide a novel marketing channel and how do consumers react to a proposed change in the way they are marketed to?
- To answer this research question, I am going to investigate these related issues:
 - What are the advantages and disadvantages of mobile marketing?
 - In what ways can mobile marketing be used to promote products or services?
 - How knowledgeable are consumers in the issue of mobile marketing?
 - Do gender and age affect consumers' attitudes to mobile marketing?

1.9 Scope of the study

- The 'Mobile Marketing Overview' section elaborates global & domestic market state of mobile marketing. It is accompanied by a plethora of qualitative and statistical information regarding the state of mobile marketing in countries. The domestic overview section consists of information regarding market of mobile marketing and mobile advertising amongst others. The section discusses regarding the various mobile marketing elements, mobile marketing ecosystem and framework. The section ends with elaboration on mobile marketing benefits and value chain.
- It is followed by 'Drivers & Challenges' section elaborating the major furtherance & impediments for mobile marketing in India. Both the 'drivers' and 'challenges' are equally stressed upon to provide clear idea regarding the probable obstacles and rewards in the line of business and help vendors take necessary measures. Demand for mobile contents from consumers is escalating in India. Youth from both urban and rural areas are comfortable with mobile technology, accelerating mobile revolution in

the country. With domestic mobile manufacturers offering more smart phones at affordable price, the popularity and usage will further increase in the coming years.

- The report continues with 'Market Opportunity' section where potential verticals for mobile marketing in India are elaborated. In the section, specific verticals have been highlighted with information regarding each of their market state and opportunity areas for mobile marketing.

The section also consists of information regarding specific opportunity areas relevant to mobile marketing.

- In the 'Mobile Marketing Player Profiles' section, the key mobile marketing service providers are profiled. It provides information such as corporate & business highlights covering operational & recent information regarding each company's contact information, location, key product and service offerings and key contacts. It also provides financial performance for a period including revenue and profit, key ratios, financial summary and key financial performance indicators. Key business segment and key geographic segment for each player are provided as well to provide further clear idea regarding the companies.

- Mobile marketing is about engaging an audience not on a third party's website/app/property, but on your own property. Given this understanding there are three types of mobile marketing:

- **App:** you build/design/create an app (something you would download onto your phone from an App store) that gives customer a rich brand experience
- **Web:** you build/design/create a mobile website that customers can come to experience your brand
- **Messaging:** you build/design/create a mobile messaging strategy to communicate with your consumers. Channels include SMS, MMS, Push Notifications, etc.

1.10 Pros of Mobile Marketing

➤ **Instant results**

Users always carry their mobile phones with them. Most of the time, the user has his mobile phone on as well, which means, he or she receives the message at the very moment it is sent. Even if it is in standby mode, the message is received as soon as the user turns on his mobile device. Hence, mobile marketing techniques are always almost instant.

➤ **Easy to work with**

Drawing out content for mobile devices, whether it is text, images or video, is simpler and less expensive as compared with the same for desktops or laptops.

The mobile medium also makes easier to issue promotions and marketing incentive services to the user. Further, the user can keep the virtual information with him and carry it around till the time he needs to use it.

➤ **Convenient to use**

Since the screen size of a mobile phone is small, it limits the scope of content that can be displayed. This makes it convenient for the creators of the content, who can keep it basic and simple. Also, simpler content will adapt itself better to various mobile platforms.

➤ **Direct marketing**

The mobile platform interacts directly with users on their mobile phones. This allows for personalized interaction to a large extent. Using this benefit, marketers can even start a direct dialogue with the user, getting instant feedback via SMS.

□ **Tracking user response**

User response can be tracked almost instantaneously. This helps the mobile marketer better understand and analyze user behavior, thus improving their own standards of service.

□ **Huge viral potential**

Since mobile content can be easily shared among users, mobile marketing can have huge viral benefits. Users invariably share good information and offers with their

friends and family, so companies get a lot more exposure with no extra effort.

□ **Mass communication made easy**

Since a lot more people own mobile phones than desktops or laptops, mobile marketing helps the marketer reach a far wider and diverse audience, especially in the more remote regions of the world. Mobile marketing also gives the entrepreneur the advantage of geo- location and sending location-specific messages to users, using GPS and Bluetooth technology.

□ **Niche not highly concentrated**

Mobile marketing is still only being explored, so the niche is still comfortable for any new marketer. This means that he stands a better chance of success with his mobile marketing efforts.

□ **Micro blogging benefits**

Mobile users are increasingly using micro blogging platforms like Twitter from their mobile phones. This micro blogging feature can be very highly beneficial to the marketer.

□ **Mobile payment**

The latest mobile payment facility is very convenient for the users today. Here, users are offered a secure online payment environment, which works via advanced mobile Web systems. This means that the user does not need to cough up physical currency each time he wants to make a mobile purchase or pay a bill online.

- ✓ How Mobile Game Marketing Benefits Game Developers
- ✓ How Using Location Helps the Mobile Marketer

1.11 Cons of Mobile Marketing

- **Platforms too diverse**

Mobile devices do not have any particular standard, as compared to PCs and laptops. Mobile phones come in many shapes and sizes, so screen size is never constant. Besides, mobile platforms vastly differ from each other, using different OS' and browsers. Hence creating one campaign for all of them can get difficult.

- **Privacy issues**

Mobile marketers need to understand and respect the fact that users would like their privacy online. So, they should only indulge in promotional activity if they have the user's permission for it.

- **Navigation on a mobile phone**

The mobile phone usually comes with a small screen and no mouse. This means that navigation on a mobile phone may get difficult for the user, even if it has a touch screen. In such a case, most ads may go untouched, as the user may find it too tedious to look in detail through each one of them.

CHAPTER – 2

LITERATURE REVIEW

2.1 Enabling Technologies & Types of Mobile Marketing

- Improved technology in mobile devices allowed us to surf the internet, find the location with GPS (Global Positioning System), tweet with friends or chat with them, watch movies and play games and so on the study will deliver information about technology that making mobile marketing possible and present types of current mobile marketing applications.

2.1.1 3G and Wi-Fi

- The term 3G is one of the latest broadband mobile communication system that uses internet and variety of multimedia communications (Bao, 2010). Zeng et al., (2009) explains the benefits of 3G by stating that; 3G enabled better data and voice transfer rate, and it is providing various different services like web browsing, video conferencing, e-commerce applications (Video, voice communication, online media, Mobile TV and etc.) and personalized information services.
- Large variety of 3G mobile services transformed mobile devices from traditional voice phones to entertaining, life and business media (Yang, 2010). When we compare surfing on the internet via computer with via 3G there is some advantages of 3G can be seen like without time and place limitations, which are becoming an opportunity for mobile commerce to go further (Zeng et al., 2009). And if special services can be introduced to people, it can accelerate the improvement of mobile commerce.
- These days Wi-Fi is becoming more and more popular way to connect to the internet, people are taking advantage of connecting to internet without wires in hotels, at the university campus, in the office, and Wi-Fi is becoming synonymous with WLANs (wireless local area networks) allowing access to the internet (Hayes et al., 2009). Currently Wi-Fi is available through wide range of mobile devices as a default function (Henry et al., 2002). Wi-Fi hotspots are providing free internet access to everyone who is carrying a device with Wi-Fi function.

2.1.1.1 Mobile Banner Advertising

Developments in mobile screen technology increased the resolution and provided an opportunity for advertisers to implement higher quality images and banners on mobile devices (Mobile Marketing Association, 2007). Advertisers can produce more efficient advertisements with higher quality, richer and bigger. Example of mobile banner advertising is shown in Figure.



FIGURE 2: Example of Mobile Banners Advertising.

2.1.1.2 Location Based Marketing

- Location based services are tried to be produced by many marketers; the main value proposition is the location (Becker et al., 2010). However, location is not the main goal it is an instrument that empowering the services like mapping, advertising and search to be more valuable.
- Location-based services are very beneficial for local advertising campaigns: for example, consumer may receive short message about the nearest restaurant or bus station with directions (Dickinger et al., 2004). Location-based advertising utilizes the location by using individual consumers to target consumer location (Tsang et al., 2004). Location based advertising is time sensitive in a way that advertisement can be sent to signed up client when this client pass through a certain point of

purchase (Dickinger et al., 2004). By tracking mobile devices technical address, it is possible to detect local position of the user in the environment of mobile commerce (Lee et al., 2007). As an example, Telia (Swedish company), one of the biggest telecommunication company in Europe, applied real-time SMS game by using mobile devices position to allow users to interact with each other while playing (Dickinger et al., 2005).

- Contextual marketing is also possible with location based marketing. Example for contextual marketing, information or coupon about a specific product can be sent to consumer via mobile device while consumer is in the department store to buy specific product (Lee et al., 2007).

2.1.2 Bluetooth

- According to Groten et al., (2009): “Bluetooth is a radio interface for short-range connections between electronic devices”. If Bluetooth is enabled, any user with a mobile device can download rich content like graphics, video, sound, wallpaper, text, and software (Leek et al., 2009). Interaction within mobile devices is possible via Bluetooth; mobile devices can connect to other mobile devices with Bluetooth if it is in range (Groten et al., 2001).

2.1.2.1 Bluetooth wireless proximity based marketing

- The proximity path is the use of Bluetooth to interact with consumers which is called proximity marketing, or the local delivery of the content to mobile devices (Becker et al., 2010). The Bluetooth path is the usage of Bluetooth on mobile devices as a communication channel. Bluetooth technology provides a powerful opportunity for marketers to use location specific areas to reach consumers with rich content, and it is also cheaper and less complex than SMS (Short message service) and MMS (Multimedia message service) (Leek et al., 2009).
- Bluecasting is the use of Bluetooth for mobile marketing purposes (Becker et al., 2010). According to Becker et al., Bluetooth marketing can be explained as the placement of Bluetooth access point in any public place like airport, train station or any live event, and when consumer walks by this device and the Bluetooth is enabled on mobile device access point request automatically request interaction with mobile device. If user accepts the request Bluetooth access point sends rich content like game, ringtone sound, picture or any other form of content to user's phone.

2.1.3 Software and Technology

- Mobile applications are available for mobile devices like enterprise digital assistants, mobile phones and personal digital assistants (PDA). Latest advances in mobile technology let mobile phones to have big memories, convenient internet connections and faster processors (Liu et al., 2010).
- Lately mobile application market improved dramatically, number of content providers, application developers and advertisers increased which improved the mobile services and or functions (Ho et al., 2010). Example for large mobile application platforms are Google Android Market, Microsoft Windows Market, BlackBerry Application World, Nokia Ovi and Ovi Store etc.
- “Mobile communication follows the development trend of internet, users can link with mobile software stores through internet, and download all kinds of applications, which has provided human beings with more diversified information application forms, and gradually changed people's living habits and operation mode. It is indicated by research reports that growth rate of global smart phone in 2010 is as high as 78.1%, showing that smart phone gradually becomes the mainstream in mobile phone market. Smart phone has the function of installing applications, provides users with more diversified mobile value-added services and will change the use habits in the future” (Ho et al., 2010).

2.1.3.1 Application Marketing

- Mobile applications can be used to create rich software experiences for consumers and can be provided to mobile devices like Ipad or smartphones (Becker et al, 2010). Mobile applications are similar to computer programs which are installed on mobile devices, and applications can serve in many ways like bank account balances, games.
- Mobile applications can be used for branding and advertising purposes and can be sold to get money (Becker et al., 2010). According to Mobile Marketing Association, integrating advertising into mobile applications generates new revenue streams for service providers, application developers and distributors.
- Mobile telecommunication companies already started to provide mobile television and digital video services in many places (Ograd, 2006). Mobile television is also another type of application that holds great potential for advertising, Ograd, 2006 explains the mobile TV as:

- Mobile TV will provide users an experience that they are already familiar with traditional broadcast television, and allow them to choose content (Ograd, 2006). With several multimedia options like camera, music player, radio and video recorder mobile TV will offer more interactive, active and individual experience than traditional broadcast TV .

2.1.3.2 Interactive Voice Response

- Interactive voice response is providing an option to send or receive voice calls with people and communicating with them without any live person is involved on the other side of the communication (Becker et al., 2010).

2.1.3.3 SMS & MMS

- Short Message Service (SMS) defined by Taylor et al., (2008) as a service enabling to send and receive short messages (up to 160 character) via mobile phones. According to Dickinger et al., (2004) SMS is first and most prosperous type of mobile data transmission. MMS (multimedia message services) is the improved version of short messaging service which allows users to send combined video, sound and pictures (Okazaki, 2005).

2.1.3.4 SMS & MMS marketing

- Personal nature of the mobile phones accelerated the usage rate of SMS and MMS in many parts of the world as a marketing channel (Taylor et al., 2008). Even though MMS is used less than SMS, rapid growth in mobile technology will increase the rate of usage of music, videos, sounds and visuals in near future SMS marketing can provide advantages like lower cost than other media channels, since the main expanse is buying mobile phone numbers (Dickinger et al., 2004). According to Dickinger et al., (2004) there are several different types of text messaging applications exists which are; information services, mobile couponing, mobile CRM (customer relationship management), branding, entertainment and product launches.
- Mobile couponing is one type of specific promotion tool which integrates classic couponing with mobile communications (Wehmeyer et al., 2005). “Advertising funded information services include news, weather, traffic, market rates, horoscopes, or songs just played on the radio” User may pay little or nothing for this kind of

services and information. Companies are changing their focus from mass marketing

- media to more targeted personal media and replacing them with more personalized media (Leppäniemi et al., 2008). CRM is supported by text messages by allowing registered consumers to receive newsletters, special discounts, prizes and coupons (Dickinger et al., 2004).
- According to Dickinger et al., 2004 mobile marketing is such a tool that enables branding. Walla, one of the world's leading cosmetic company, with special campaign they sent SMS messages to registered consumers with a kiss and consumers positive feelings about this campaign resulted in word of mouth by forwarding messages to friends. Entertainment included marketing activities can increase the customer loyalty and add value.

2.2 Attitude

- Attitude is a major factor in information systems and marketing researches (Tsang et al., 2004). Attitude is outcome of what we say, feel and know. For Solomon, (2009) "Attitude is a lasting general evaluation of people (including oneself), objects, advertisements or issues." It is important to highlight that attitude toward mobile advertising refers to consumers' attitude toward advertising in general rather than one specific type of advertisement (Haghirian et al., 2008). Our feelings about product advertising are directly affecting how we feel about the product itself (Solomon, 2009). Public attitude toward advertising has been a main concern and focus for a long time (Tsang et al., 2004). Consumer attitude toward mobile marketing has been popular among different researchers, especially focusing on mobile advertising.
- According to Shavitt et al., (1998), even though old studies show that there is an unfavorable manner toward advertising among consumers; some found that it is favorable view of advertising. According to Dickinger et al., (2004) mobile marketing is "Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders". According to Xu, (2007) it can be expected that mobile advertising is more valuable for consumers and also stated that personalization of mobile content can change the negative attitude of the public toward advertising.

2.3 Factors That Affecting Consumer Attitudes

- This part of the study will present current theories and models in the relevant literature to discuss different variables that playing a role in consumer's attitude toward mobile marketing.

2.3.1 Personalization and Content

- According to Xu, 2007 by personalizing the mobile advertising message consumer attitude can be improved. There is a direct correlation between content (Informative, irritation, credibility and entertaining variables of the content), of mobile marketing and personalization with consumer's overall attitude.

2.3.1.1 Personalization

- Mobile commerce holds a great potential for personalization, because of the nature of mobile devices they provide personal information of users (Lee et al., 2003). Personalized advertising improves the experience for companies and consumers (Dickinger et al., 2004). By allowing mobile advertising providers to collect data about demographics and location of the consumers, personalization improves the quality of mobile commerce and turns it into important medium (Xu, 2007). The impact of the message can be increased by personalizing the message. Success of the target marketing is based on well- structured and maintained databases.
- Marketers are gaining the advantage of personalization of the message and collecting consumer feedback and their choices, this is improving customer relation by enabling companies to communicate with them in very individual way (Haghirian et al., 2005). Personalization of the message is not only making consumer more favorable about the mobile advertising, it is also improving the consumer attitude by turning unfavorable attitude to favorable attitude.

2.3.1.2 **Content**

- There are several researchers argue the importance of content in mobile marketing According to Xu, 2007 personalization, entertainment and informativeness are the attributes of content that have positive effect on overall attitude, but irritation has negative impact on overall attitude.
- Attributes of the content is defined by Haghirian et al., 2005 as entertainment, informativeness, credibility and irritation. According to Leppäniemi et al., 2004 content of the message is crucial in all type of advertising and it is also valid in mobile advertising. To communicate properly and efficiently with consumers, underlying factors of mobile advertising must be identified. Information and entertainment are found to be the most important acceptance attributes of mobile marketing.

2.3.1.3 **Entertainment**

- Customer loyalty can be increased with entertainment services, furthermore extra value can also be created for costumers (Haghirian et al., 2005). Informative and entertaining messages with creativity is holding potential to generate positive attitude toward mobile marketing activity among consumers.
- Entertainment of the mobile advertising message is highly important. According to Tsang et al., 2004 Entertainment is the most important attribute of the content that has an impact on overall attitude. Loyalty of the consumer can be increased with entertainment services and extra value for the customer can also be created with entertainment services. Research conducted by Tsang et al., 2004 found that entertainment is the major attribute that affects consumer attitude toward mobile advertising.

2.3.1.4 **Informativeness**

- Assuming the mobile platform as a relatively new marketing channel, marketing centered activities like content and information sharing are main motivations for consumer acceptance of mobile marketing. The user needs easy access to the information that he or she is looking for. The main difference between personalized mobile marketing with in formativeness is that personalization highlights the individual preferences and adjusted to personal needs and interests.

2.3.1.5 **Credibility**

- Advertisement credibility is defined by Lutz et al., 1989 as how consumers perceive the brand is truthful and believable, which mentioned in the advertising. Credibility of the advertisement should be considered as an important variable when determining the attitude toward advertisement; in addition to that attitude towards advertisement and mood should be ignored when considering the impact of them on attitude toward advertisement. There are no academic findings about the impact of the credibility that delivered to mobile devices.

2.3.1.6 **Irritation**

- According to Haghirian et al., 2005 Confusion among consumers may cause negative reaction toward mobile advertising. Complex mobile advertising message can cause irritation among consumers, and this disturbance decrease the value of the advertising for consumers. According to Tsang et al., 2004 there is a negative relation between attitude toward mobile advertising and irritation.

2.3.2 Perceived Usefulness and Ease of Use

➤ Several different researchers found that there is a powerful relation with user behavior and perceived usefulness and perceived ease-of-use. Perceived ease-of-use and perceived usefulness are important variables when considering consumer adoption process of technologies. From different perspectives, perceived ease-of-use and perceived usefulness are significantly influential on consumer's decision to adopt information technology (Davis, 1989). Theoretical model of Soroa-Koury et al., (2010) shown in Figure below.

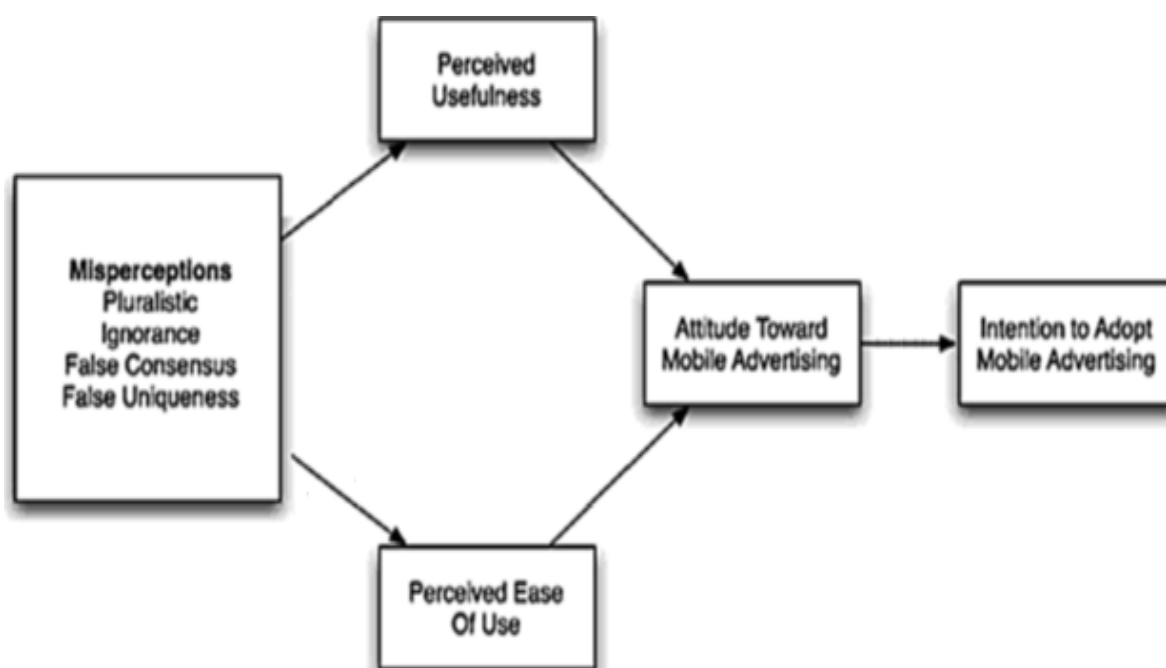


FIGURE3: Theoretical model.

Individuals' acceptance is explained by Davis, 1989 with Technology acceptance model, and main drivers of this model are perceived usefulness and perceived ease-of-use. Perceived usefulness and perceived ease of use are examined by Soroa-Koury et al., 2010 as predictors of attitude towards mobile advertising.

2.3.2.1 Perceived Usefulness

- Perceived usefulness is defined by Davis, 1989 as "The degree to which a person believes that using a particular system would enhance his or her job performance." (p.319-339) There is a positive correlation between perceived usefulness of mobile commerce and consumer satisfaction in mobile commerce.

2.3.2.2 Perceived Ease of Use

- Perceived ease-of-use is the evaluation of the user of how easy for him or her to interact with technology or information system. Perceived ease of use, in contrast, refers to "the degree to which a person believes that using a particular system would be free of effort". It is also claimed by Davis, 1989 easier applications have bigger potential to be accepted by users.

CHAPTER – 3

Consumer Concentric Model of Mobile Marketing

The Conceptual Model It has been long acknowledged that the primary requirement of strategy development is to understand the needs, aspirations and perceptions of the target consumers. Consumer centric approach dictates that the first step in model development should be identification of specific aspects of the mobile medium that are decisive in determining the acceptance of mobile advertising and the use of mobile services by the end users. Such knowledge would enable marketers to develop applications and services that manifest those aspects of the mobile medium to improve their offerings 'value proposition. Therefore, the present study places consumer at the heart of mobile marketing and proposes a process model (shown in figure) that integrates literature based factors that influence consumers 'behavioral intentions to engage in and accept mobile marketing in a single framework. The proposed model of mobile marketing strategy starts with targeting and personalization process. Targeting involves establishment of segments with distinct customer profiles according to various explicit and implicit customer data and selection of desired segments for communication. Then the marketing stimuli or various features of the service to be provided are fine-tuned according to the characteristics of the target customer segment through personalization. When the message is ready, the next stage is to execute the mobile marketing campaign and communicate with the target users. This stage involves important strategic decisions on behalf of the mobile marketer such as message delivery time and location, the level of user control provided, and the level of viral marketing elements to be included. These message related strategic decisions and other target, medium and source related facilitators determine consumers 'experience with mobile marketing. The third stage of the model captures consumer attention, perceptions, attitudes which collectively predict behavioral outcomes of the mobile marketing campaign that can be measured with a great precision.

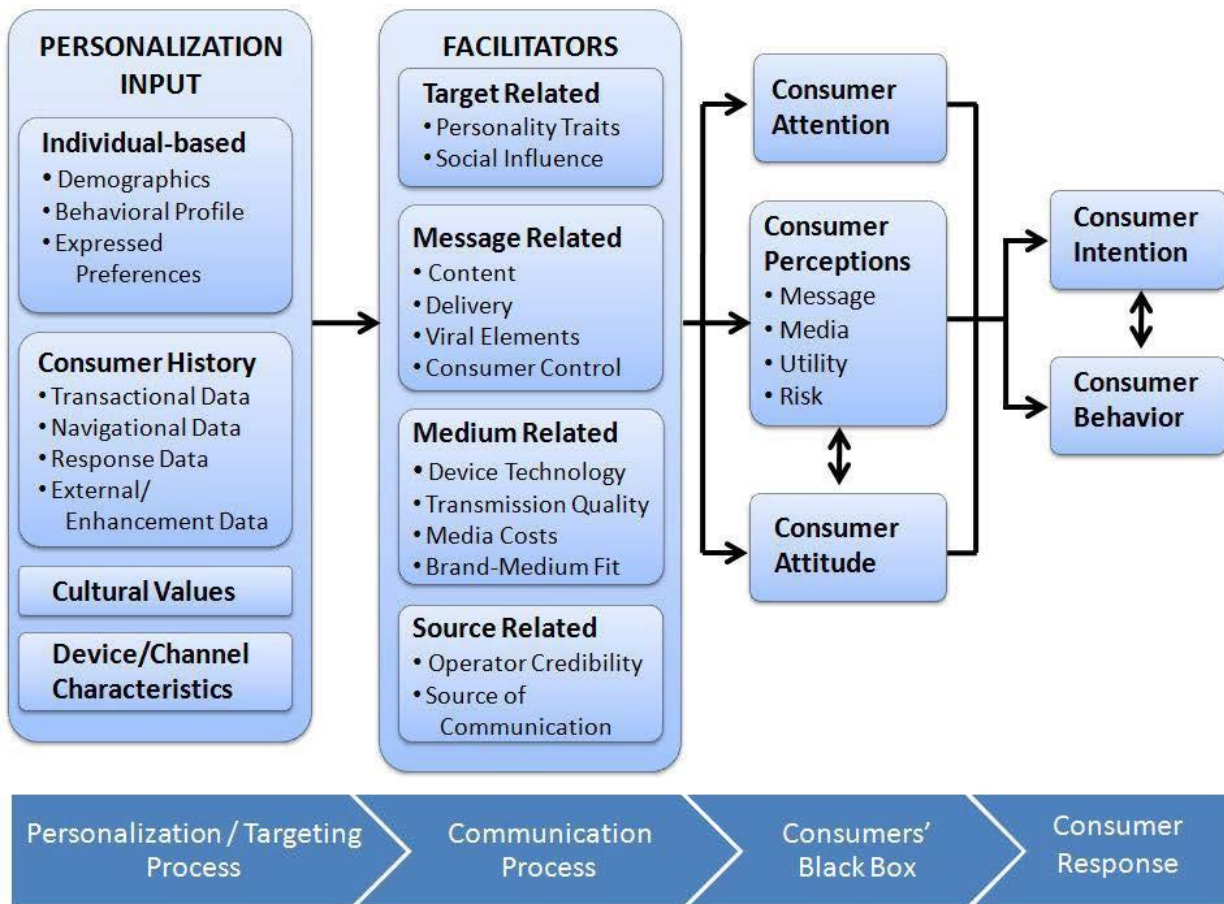


Figure 4. A Consumer Centric Model of Successful Mobile Marketing

3.1 Personalization/Targeting Process

- Customers may perceive the value of an offering differently based on their personal values, needs, perceptions, interests and financial resources. Therefore, personal characteristics and predispositions of mobile users are important predictors of how mobile marketing practices will be evaluated by different segments of consumers. Personalization is the degree to which a service/message is tailored to meet the needs and wants of a target segment of consumers. Personalization increases relevance, which is one of the most important factors affecting consumer attitudes toward mobile marketing initiatives. Relevance does not only make marketing messages more interesting and useful, but also attenuate their intrusiveness. People who find mobile marketing campaigns relevant are more likely to take actions such as visiting a web site, visiting a shop, replying to the message, providing personal information, engaging in word of mouth, or buying the product. Effectiveness of personalization

depends on the richness of data available in customer databases and adequacy of profiling techniques. Since each mobile handset is typically used by a sole individual, mobile operators can track and store high levels of personal behavioral data. When this data is combined with expressed preferences, and demographics of the customers, the resulting database allows for advanced customer profiling and hence precise targeting.

- Personalization schemes typically use explicit data collected through various customer interfaces and by recording users' activities such as demographics (e.g., age, gender, income, education, occupation, marital status), expressed preferences (e.g., favorite sports club, leisure activities, holidays, music and media interests, community memberships, type of Internet access), mobile device characteristics (e.g., brand, model, device capabilities), and consumer history (e.g., prior transactions, responses to marketing efforts, participation in campaigns, navigational patterns) to create consumer segments having distinct profiles and then determine the type of information and services that will be delivered to the target customer groups, and customize the content, design and delivery terms of them. In some instances, external enhancement data provided by advertiser brands, market research companies and strategic partners are also used as inputs. Although the use of explicit data suffices in most of the real market cases and generates acceptable return rates, a more innovative and comprehensive targeting and personalization scheme may also utilize implicit data (e.g., need based or personality based segmentation) that can be derived from explicit data by using conjunctive rules such as association and classification rules. Effective personalization significantly increases the likelihood of acceptance and the effectiveness of mobile marketing practices.
- Cross-cultural research consistently shows that consumers 'behavioral patterns in different cultural contexts show considerable differences and mobile consumers' behavior is no exception. For instance, that consumer 'decisions on accepting SMS ads are based solely on attitudinal considerations, whereas Taiwanese consumers are influenced by both social norms and attitudinal factors. Since users in individualist societies rely more on their own experiences when forming their attitudes, trial ability of mobile services should be more influential on their intention to adopt mobile

services when compared to their counterparts in collectivist societies. Similarly, individualist societies are more concerned about privacy issues and thus perceive SMS advertising as more intrusive than their counterparts in collectivist cultures, who do not place a high value on them. These findings suggest that understanding the orientation of cultural values in a specific market and capturing those aspects within personalization schemes is an important prerequisite for successful mobile marketing.

3.1 Communication Process: Target Related Facilitators

- Personality traits of consumers usually moderate the relationship between success factors of mobile marketing and behavioral/attitudinal outcomes. Mobile marketers should be aware of the significant influence of personality traits on service quality perceptions and consumer satisfaction. People with different tendencies and personalities may have divergent perceptions regarding the utility, emotional appeal or relevance of the same mobile marketing initiative. The academic literature have identified a long list of relatively enduring and stable personal traits that may influence an individual's perceptions regarding a mobile marketing message and intention to accept and use mobile services. For instance, mobile users who have a higher level of utilitarian tendency are found to have more negative perceptions on mobile Internet service quality, Other personality traits that have been found to influence mobile consumer behavior include time-consciousness, innovativeness, information seeking behavior, concern for privacy, opinion leadership, optimism, confidence in technology, playfulness, optimum stimulation level and personal attachment to the mobile phone. Another target related facilitator is the perceived critical mass, which refers to the minimum amount of people who have already adopted the innovation necessary for adoption. Perceived critical mass reflects social influence. Many researchers have successfully validated extended versions of Theory of Planned Behavior in the mobile context and found empiric support for the predictive power of social/peer influence on adoption of mobile services and acceptance of mobile marketing

3.2 Message Related Facilitators

- Design of the message content is the outcome of personalization process. Personalization increases the fit between message content and characteristics of the target consumer segment. Wording of the text, the length of the message, inclusion of graphical elements, inclusion and the extent of —how toll directions, use of humor, informativeness of the message and inclusion of socialization and entertainment elements are all very important strategic message design issues that influence the acceptance and effectiveness of the marketing communication. Consumers with different personality traits and expertise levels will perceive different message designs as more appealing and enjoy different types of message content. So, there is no global best way of designing a mobile marketing message. The most effective design depends on the target of the marketing message. Nevertheless, empiric studies and market-based evidence suggest that mobile marketing messages should be short and to the point, be interesting and relevant for the target group, call to action, include incentives and include elements to facilitate viral effect (e.g., incentives for sharing, seem as little as advertising as possible, and include self-expressive aspects).
- The literature unanimously agrees on the importance of the prior explicit permission of the consumer for the acceptance and success of a marketing message. Prior permission is even more critical in the mobile context because in all other marketing channels, consumers may simply choose to ignore or get away from marketing effort if they are not interested in it or do not like it, which is not possible when the message is delivered to the personal mobile handset of an individual. Permission-based mobile marketing requires that consumers have to opt in 'before they receive mobile advertising messages of any kind, have the ability to control timing and frequency of message delivery and the content of the message, and have the option to 'opt out' at any stage. Prior empiric studies found support for the claim that user control has a significant effect on consumers 'attitudes toward mobile marketing and willingness to receive mobile advertising messages.
- The situational context, especially time and location in which a mobile ad is received by a consumer is of crucial importance to how he/she reacts to it. Mobile marketing presents an unprecedented opportunity to deliver contextually congruent marketing messages. Location sensing ability and immediate message delivery features of the mobile medium enable marketers to communicate with their customer exactly at the

time when the communication is most needed and when it is most likely to be effective. Therefore, an important success factor of mobile marketing is timing of message delivery. It should be contextually congruent both with the situation the user is in and the role the user plays at that time. The mobile medium has a strong inherent viral element. Anything that has a conversational value with a peer has a strong potential to be used by a person as a basis to interact with others in his or her social network. It may be considered as a convenient way to remind others that he or she is an active member of that community. Therefore, people basically engage themselves in disseminating, receiving or responding to socially relevant pieces of information to be a part of their peer community, and the most convenient way to engage in such activity is through the mobile medium because the mobile phone is ubiquitously connected to others. Mobile marketers can take advantage of this inherent viral element by designing and optimizing the content of mobile marketing messages to be passed on by users, which would multiply the reach of the campaign exponentially at almost no additional cost.

3.1 Medium Related Facilitators

- Evidence suggests that attitudes toward mobile services improve as mobile devices and the underlying infrastructure proliferate in terms of usability, connection speed, quality and reliability. Nevertheless, there still exist technologically inferior handset models in the market and regions in the world which have not yet deployed 3G telecommunication technologies. Therefore, technological capability of mobile device and the speed, quality and reliability of the connection are still among important facilitators of mobile marketing adoption. To increase likelihood of compatibility, mobile marketers should deliver messages selectively to those handsets that can attractively display the marketing message and are capable of supporting the elicited consumer response.
- Brand- medium fit is another medium related facilitator of campaign success. For example, SMS proved to be particularly successful in promoting frequently purchased low-budget items. SMS and MMS are useful for targeting younger users to announce events or to introduce product launches. Statistics show that housewives are more likely to listen to IVR sound clips promoting FMCG products until the end of the message than any other consumer segment. The challenge is to choose the

appropriate mobile application type for different marketing purposes, brands, messages, and target customers.

- The last medium related facilitator is media cost. Low costs and improved connection speeds were primary factors that would facilitate and encourage m-commerce. Cost and time related issues as decisive in adoption of mobile ticketing applications. Although the fierce competition in telecommunication industry lowered prices from their ever-high levels, cost for consumers to engage in mobile marketing practices remains relatively high. Mobile marketers should seek for ways to lower the perceived expensiveness of engagement in mobile marketing practices by offering discounts on monthly bills on the basis of acceptance of mobile advertising or by providing incentives for participation.

3.2 Source Related Facilitators

- In mobile marketing, the respondent can attribute positive or negative feelings to both the actual source of the message (sender of the message) and the operator who provides the medium for the message to be sent. Perceptions regarding both types of sources are equally important for the success of mobile marketing. Mobile operators' credibility depends on beliefs regarding their integrity, benevolence, competence, and predictability. Therefore, it is important for a mobile operator to improve its connection quality and ensure their subscribers that their personal information and privacy is being protected in order to provide its subscribers positive experiences, and hence establish a trust based reputation. The identity of the actual sender of the message exerts significant influence on the acceptance of mobile marketing messages as well. people prefer to receive promotional messaging from another person rather than a company, would be more likely to perceive promotional messaging positively if it came from another person than if it came from a company, and the risk of brand damage is attenuated if promotional messaging comes from another person within one's community instead of a company.

3.3 Consumers' Black Box

- The first two steps of the conceptual model include strategic success factors of mobile marketing that can either be controlled or observed by marketers. The fourth step includes behavioral outcomes that can be directly measured and assessed. Although these three steps sufficiently illustrate the mobile marketing process, they do not provide any explanation as to why and how the aforementioned factors result in desired customer responses. The explanatory power of the proposed conceptual model comes from the third part, which captures user perceptions, attitudes and attention. Academic research in mobile consumer behavior suggests that intention to adopt and engage in mobile marketing practices is significantly affected by perceptions about the mobile marketing message, application and the medium itself. These perceptions predict consumers' attitude towards mobile marketing, which is together with social/peer pressure are the most important direct drivers of willingness to engage in and accept mobile marketing. Therefore, knowledge regarding user perceptions of various dimensions of mobile marketing would provide consumer-based meaning as to how and why aforementioned factors produce desired consumer responses.
- User perceptions regarding the message content include perceived informativeness, entertainment, enjoyment, credibility, interactivity, simplicity, and usefulness. Informativeness, usefulness and credibility represent utilitarian benefits of a marketing message, whereas entertainment and enjoyment represent hedonic benefits. Although it is the value tendency of the individual or the purpose of usage that determines the relative importance of these benefits in influencing the intention to use mobile services, generally both have been found to have significant impact on consumer attitudes. Users who engage in mobile marketing in pursuit of a specific outcome (e.g., participating for a monetary gain, making an urgent transaction, booking a ticket, looking for a destination) would value informativeness, usefulness and simplicity of the marketing message more than its entertainment, and enjoyment. Perceived credibility of the message content is related with trust towards the mobile marketer or towards the promoted brand, and has a direct positive and significant influence on consumer attitude toward mobile ads.

- Perceived interactivity is related to the perceived quality of interaction and navigational ergonomics, which can be improved by designing an easy to use, simple interaction interface, in which relevant information is in immediate reach and how to navigate is easy to understand. Design aesthetics of the mobile interface is another important predictor of perceived quality of interaction. It refers to the balance, emotional appeal, and aesthetic of the user interface and may be expressed through colors, shapes, fonts, music or animation. User perceptions regarding the appropriateness of message delivery include perceived user control over frequency, timing and delivery of the message. If the user perceives that he/she is controlling what is being received as mobile marketing, he/she would have more positive attitudes toward the marketing effort). Due to the personal nature of handheld mobile devices mobile marketing campaigns should be ultimately permission-based.
- Application or service specific user perceptions include perceived technical excellence (performance expectancy), ease-of-use (effort expectancy), cost and trial ability. Perceived technical excellence refers to the degree to which the mobile service is perceived as being technically excellent in the process of providing promised benefits (Kim, Chan and Gupta, 2005). Perceived ease-of-use refers to the degree to which a person believes that engaging with a mobile service would be free of effort.

Performance expectancy and effort expectancy, together with perceived connection quality and reliability determine the perceived convenience of the mobile service, which in turn has a strong impact on intention to engage in and accept it. In order to promote positive attitudes towards mobile marketing practices, marketers need to design mobile services that ubiquitously serve and support day-to-day individual and social practices which require very little prior experience and effort on behalf of the users.

- Perceived trial ability, which refers to the extent to which potential adopters can try out mobile applications, but decide to return to their prior conditions without incurring great cost, reinforces adoption of new mobile services, through reducing perceived risk and perceived cost.

- Perceived risk is a major inhibitor of mobile marketing acceptance. It refers to the subjective expectation of suffering a loss in pursuit of the desired outcome of using a mobile service. It includes both monetary risks, and privacy and security considerations. Security considerations refers to the security of the transaction, whereas privacy considerations refers to the extent to which users perceive having control over sharing personal information with others. Methods to reduce perceived risk in mobile marketing include strengthening the trust towards the network operator via mass marketing and word of mouth marketing, establishing necessary technical protection measures against malicious third parties and making these measures visible to subscribers, explicitly stating the commitment of the mobile marketer for the protection of customer privacy, and increasing the trial ability of offered mobile services.
- Perceptions regarding the mobile medium itself include perceived connection quality, perceived risk and perceived expensiveness of subscription. Perceived connection quality refers to the degree to which users perceive that the connection between the mobile device and the internet is satisfying in terms of speed and reliability. Such perceptions are expected to improve significantly together with the transition to 3G networks. Consumer attention, on the other hand, is another important antecedent of consumer behavior, which inserts the offering into consumers 'cognitive set of available alternatives to try and sometimes may lead to impulsive trial of the offering. Drawing consumer attention is largely dependent on the content and context of the message.

3.4 Consumer Response

- Consumer intention and consumer behavior are the success measures of the proposed conceptual model of mobile marketing success. An important advantage of mobile medium over traditional media is that it allows real-time micro-measurement of advertisement effectiveness. There are two kinds of mobile marketing response metrics: exposure rate and interactivity data. Exposure rate reveals the reach of the marketing communication and is usually measured by the number of times a visitor is exposed to the wireless ad although exposure measures are important in terms of measuring visibility of the ad, and its reach, they do not assess effectiveness of the ad in terms of generating consumer response. Consumer response is measured by

click through rate, which counts the number of visitors that click on a particular banner advertisement, respond via SMS or IVR, or downloads available mobile content. Exposure and click through measures are related to consumer awareness and attention, but they do not say much about consumers' like or dislike of the marketing communication, or attitude change toward the marketed brand or service. On the other hand, interactivity data provides information about consumer behavior patterns and hints about consumers' like or dislike for the ads, the mobile application or the campaign. Through logging and tracking consumer response and navigational patterns (e.g., frequency of page visits, the number of repeat visits, where do the visitors come from, for how long do they stay, the average number of pages they visit, most popular navigation patterns through the site, the most and least popular pages, etc.) marketers can understand the extent to which mobile users actively engage with their mobile content.

- Inherent characteristics of mobile devices, technological capabilities of the mobile infrastructure, and increasing penetration rates make mobile medium an attractive marketing channel that is substantially different than others in terms of its consumer-centric value propositions. Perceived value is especially important in marketing because it is the ultimate driver of acceptance and classification of all market offerings. Therefore, there is a need to understand which features of the mobile medium provide value from the consumers' perspective and how mobile value is created, so that mobile messages, services and applications can be designed to manifest those value propositions. This paper presents a conceptual model that incorporates an extensive review of academic research on mobile marketing and field experiences of mobile marketing department of a pioneer mobile network operator company. The final outlook of the model has been decided upon a series of discussion meetings. The proposed model is thought to be beneficial to both academics by providing an integration of mobile consumer behavior research findings into a simple and coherent model of successful mobile marketing strategy, and to practitioners by providing insights into consumers' value creation process which would aid in setting up effective mobile marketing campaigns. The suggested conceptual model shall also provide a basis for establishing best practices for members of the mobile value chain and offer fruitful research avenues for marketing scholars.

CHAPTER – 4

RESEARCH METHODOLOGY

STATEMENT OF THE PROBLEM

“Attitude & perception of mobile marketing among youngsters”.

4.1 Research Objectives of the Study

There has been an honest attempt to:

- To check the awareness of the mobile marketing on youngsters.
- To know the preference of people towards mobile marketing on youngsters.
- To find out popular features of mobile in mobile advertising.
- To find out youngster’s readiness towards mobile marketing.
- To study various types of messages, size by mobile marketing.
- To study the perceptions of youngsters about mobile marketing.
- To study of attitude of youngsters about mobile marketing.

4.2 Scope of the Study

- Scope of the study is to measure the youngster’s perception and attitude towards mobile marketing.

4.3 Research Hypothesis

Hypothesis 1

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

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

Hypothesis 2

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

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

Hypothesis 3

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

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

Hypothesis 4

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

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

Hypothesis 5

H0: The attitude of youngster is same across different occupation groups.

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

Hypothesis 6

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

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

4.4 Data Analysis

➤ Tools for Data Collection

The questionnaire is the tools for data collection.

➤ Reliability Test:

To test the reliability of various constructs of the questionnaire, the Cronbach coefficient alpha (equivalent to the average of all the split half correlation coefficients) is used.

4.5 Research Method with Justifications

Research Methodology is a way to systematically solve the research problem. Research in commonplace refers to a search of knowledge. Research is an original contribution to the existing state of knowledge making for its advancement. The role of research in several fields of applied economics whether related to business or economy has greatly increased in modern times.

We should know what a research methodology is. Every project repeat conducted scientifically had specified framework for controlling data collection. This framework is collect research design accurately and economically.

4.6 Research Design

Research Design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analysis of data. The design used for carrying out this research is **Exploratory**.

Data Type: In this research the type of data collection is

- Primary data
- Secondary data

Data Source: The sources of collection of secondary data are

- Books
- Websites
- Magazine
- Brochure

Bryman defines the research method as “a technique for collecting data” which is needed for the analysis of the issue under investigation. The data collection for this research study was carried out by means of a Simple random sampling. For the research to be relevant however, the more people share their view, the better. Thus, since it would have been difficult to arrange and time-consuming to conduct tens of

interviews, I believe that in this case questionnaires were the best option. The fact that they were online questionnaires made it easier for me to distribute them to as many people as possible. Thus, it made it easier for me to reach people and in the end receive a decent number of responses.

However, there are disadvantages with this method as well. First, if one of the respondents does not understand the meaning of a question, there is no one there to clarify it for him/her. Also, in an interview, the respondents could shed light on a new aspect of the matter in question through their answers and with the researcher there, there is the possibility to delve more into it and add more value to the discussion. Questionnaire answers are fixed and there is no possibility to collect additional data. Finally, lack of supervision could also result in the respondents not paying close attention to questions and answering without really thinking about what is being asked or they could skip questions which would in the end leave the researcher with missing data.

Though the primary objective of the study is to understand the attitude of people towards concept of effects of mobile marketing and its impact on youngsters so, descriptive research design is most suitable. Descriptive research design is applied to the study to portray the characteristics of a group or individual as a situation. It includes surveys and factfinding enquiries of different kinds. The purpose of descriptive research is description of the as it exists at present.

4.7 Research Equipment

➤ **Structured Questionnaire:**

To get the primary data from the market, closed ended structured questionnaire is designed. From this questionnaire we can easily collect the information regarding the study project.

➤ **Target population defined:**

The target populations are students, business person, and social organization and unknown person specified aged 18-35.

4.8 Sampling Plan

Sampling Techniques: Convenience Sampling Method

To get the information about the topic from consumer's convenience sampling method is used. So as per our convenience, we contacted maximum number of customers in the different area of Delhi NCR city who are using this facility.

- **Sampling Size:** 500 samples

- **Sampling method**

“We are using **Convenience Sampling Method**”

- **Area of Research**

Delhi NCR

- **Sampling unit**

Sampling unit is taken as youngsters who are the mobile user of Delhi NCR.

4.9 Data Collection

The data, which is collected for study, is divided into 2 bases:

1. **Primary Source:** The primary data comprises information survey of “attitude & perception of mobile marketing among youngsters”. The data has been collected directly from respondent with the help of structured questionnaires.

2. **Secondary Source:** The secondary data was collected from internet and references from Library. Secondary data has been collected through various books, magazines, library, and Internet.

4.10 Tools for Data Analysis

The data is analyzed based on SPSS software by using mathematical techniques.

The technique that we will use.

1. Primary data will analyze through Percentage analysis and Factor Analysis. It includes statistical methods.
2. Inferences will draw to analyze open-ended questions.
3. Secondary data will analyze through interpretations and applied logic.

4.11 Methods for Data Analysis

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

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS & INTERPRETATION

5.1 Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	498	99.6
	<u>Excluded^a</u>	2	.4
	Total	500	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.702	36

5.2 ANOVA:

➤ **Why to use ANOVA?**

(1) To test the effect of independent variable on dependent variable.

(2) Test requirement: D.V. = Metri

I.V. = Category (More than 2 group)

(3) Assumptions : Homogeneity of variance

(4) ANOVA test

(5) Post Hoc: (if significance level is less than 0.05

(LSD-least significant difference- fisher)

(To find the least significant difference between different groups)

5.3 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 group.

ANOVA

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

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 avg					
	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	161.054	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 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 avg					
	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 avg					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.488	4	1.122	3.547	.007
Within Groups	156.566	495	.316		
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.

CHAPTER – 5

FINDINGS AND RECOMMENDATIONS

Findings

- The structure of the study is mainly exploratory and partly casual since it is also testing hypothesis. Data collection method employed in this study is qualitative. To collect empirical data, during the data collection process ten students are interviewed. Based on identified frame of reference, the focus of the interview was about different variables that effecting consumer attitude & perception.
- The findings of the study showed that some variables have positive effect like; informativeness, entertainment, credibility, perceived usefulness, and personalization. There is no positive correlation found between perceived ease-of-use and consumer attitude & perception of mobile marketing among youngsters.
- Many people like to respond to advertisement and like to purchase by analyzing the features and schemes that are provided so when the service is customized it becomes more useful to customers.
- People not rely on the SMS because they think that there is always some conditions apply which they do not disclose.
- Majority of respondents have not registered in the DND (do not disturb service). The one of main reason is that they are not aware about that and it makes no difference to them whether marketing comes or not.
- This research provides companies with important insights into the factors that may encourage or deter consumer acceptance of this new form of direct marketing.
- The value of this study derives from it's an established innovation framework, combined with an assessment of product involvement, to examine consumer perceptions of mobile phone marketing.

Recommendations

- Youngsters are ready to use the service of mobile marketing if people get product for less cost through purchase of mobile advertising, So, marketer can give some extra benefits for using the mobile shopping which is useful for both the buyer and customer.
- Enhancing customer loyalty is the best way which can be achieve through mobile marketing by providing them services as pertheir choice
- Bifurcate for the information based on Customers gender and occupations which is used for mobile marketing.
- If customer is already using some services than provide him that services and also

try to cross selling of the other service which is not used by them or at is same as the service which he is using

- Service providers can increase mobile marketing for the mobile recharging schemes as preference towards that option is more than other options of mobile marketing
- Marketer can introduce new schemes to customers if they feel that a service can be useful for the customer, but the customer is not aware about that service or not using it.

CHAPTER – 6

CONCLUSIONS

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.
- Mobile marketing technology is an incredibly affordable tool for the savvy consumer.
- Mobile marketing provides an unparalleled opportunity to build personal one-to-one relationships with consumers. However, mobile marketing is not just a new mechanism for advertising, but an entirely new medium that requires non-traditional strategies; mobile customers have a very special set of needs and expectations. Moreover, marketers must respect the personal nature of the cell phone and create a win-win situation where the customer provides the marketer with real added value. Sole use of the new channel, however, is not enough; advertisers must integrate mobile marketing campaigns into their total promotion mix to take full advantage of the medium.
- Mobile consumers are becoming more educated about the features and functionality of their devices and are engaging more frequently in mobile marketing campaigns. The mobile phone is becoming an essential element in a consumer's everyday life. This increased dependency on the mobile phone is expected to lead to increased utilization.

To come to the point, the mobile phone is rapidly becoming a practical direct marketing channel. There are some factors playing a role in improving and increasing mobile commerce. Besides mobile service quality that entertainment value, information value and advertising content communication are some of the strongest drivers of the acceptance of the mobile phone as a marketing tool. Moreover, one of the ways to convince mobile phone users of the benefits of mobile commerce is the price of products and services.

CHAPTER – 7

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CHAPTER – 8

ANNEXURE

QUESTIONNAIRE

Dear sir/madam,

As a student of management, we are conducting a research on “**ATTITUDE & PERCEPTION OF MOBILE MARKETING AMONG YOUNGSTERS**” which is a part of our curriculum activity and this collected information is only for academic purpose only

Personal Information:-

(1) Name :

(2) Gender : Male Female

(3) Age : 20 years or below 21-25 years
 26-30 years 35 or below

(4) Occupation : Salaried employee Student
 Businessman Housewife
 Others

(5) Monthly Family Income : <5000 5001- 10
 10001 -20000 > 21001

(6) What is a feature of your mobile phone?

- 3G
- Operating system (OS)
- Wifi
- GPRS
- Other

(7) Is your mobile number registered in DND? (Do Not Disturb)

Yes [] No []

(If yes than terminate questionnaire)

(8) Did you receive any call /SMS of promotion?

Yes [] No []

(9) Which types of call/SMS you got?

- FMCG []
- Insurance []
- Loans []
- Credit card []
- Exam classes []
- Other []

(10) Did you like s to have more messages & wants to purchase product on the base of mobile?

Yes [] No []

(11) From which medium of marketing, you influence?

Mobile	[]	Print	[]
TV Aid	[]	OOH	[]
Other	[]		

(12) Which types of mobile marketing practices, you influenced?

- SMS []
- Flash SMS []
- Call []

(13) Do you satisfy with your mobile instrument's technology?

Yes () No ()

(14) Do you prefer with your device's transmission quality? Yes () No ()

(15) Do you get Delivery report after sending a message?

Yes () No ()

(16) What is the perception about message?

	Strongly Agree	Agree	Moderate	Strongly Disagree	Disagree
Useful					
Wastage of Time					
Not having any significance					
Informative					
Convincing					
Likable					

(17) Give your view on following statements.

	Strongly Agree	Agree	Moderate	Strongly Disagree	Disagree
I like sms of advertisers					
Its informative					
Attractive schemes are available & up to date information are available					
Mobile is the only option I have to update my self					
I can inform others					
It's cheaper option					
Having more confidence while purchasing product					
It helps me a lot					

(18) Consumer attitude among mobile marketing of youngsters

Good	[]	[]	[]	[]	[]	Bad
Like	[]	[]	[]	[]	[]	dislike
Entertainment	[]	[]	[]	[]	[]	Not entertainment
Convincing	[]	[]	[]	[]	[]	Not convincing
Attractive	[]	[]	[]	[]	[]	Not attractive
Informative	[]	[]	[]	[]	[]	Not informative

THANK YOU