

Consumer Perception and Attitude towards Mobile Marketing in Chandigarh and Punjab Region

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Abstract

Over the past era expansions in telecommunication technology have created opportunities for new and interactive electronic marketing channels, such as the mobile phone. In particular, the omnipresent and personal nature of this device suggests strong potential for its use as an advertising and direct marketing platform. Mobile companies not offering the facilities of the calling and SMS but they are also useful for promoting of business and marketing activities. Mobile phone and apps provide updated knowledge and provide latest information's related to products and services offered by the market. It provides on advance information, notification of goods and services, keep up-to-date with all kind of information (weather report, news report, etc.). Mobile marketing is done by plethora of modes like SMS, MMS, Emails, applications (whatapp), telecommunication process (receiving of calls) advertising is done through these channels. This study inferred that the mobile phone user adoption of mobile users has positive attitudes towards mobile advertising, entertainment, discount coupons and mobile marketing. Simple random sampling method is used to collect the data. A survey based descriptive research design adopted to conduct for this study in Chandigarh and Punjab region.

Keywords: Mobile phone, mobile apps, SMS, mobile marketing, consumer perception.

1. INTRODUCTION

In this digital and interconnected world, marketing efforts are significant so that mobile-friendly operations can be done successfully. According to Leppäniemi Matti, people spend up to 5-15 hours a day from their time on mobile phones. Nearly 2.2 billion people has enrolled in the

Facebook in early 2018 and accepted as their major platform for expressing and sharing their feelings and lively happenings. Every 60 seconds on Facebook 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. One in five page views in the United States occurs on Facebook. Mobile marketing is the fast growing communication industry segments that are transforming the integrated marketing communication with an eye on customization for every global citizen Information technology affects businesses are connected with mobile marketing in the 21st century, so their customers too and also so much engaged through plethora of mobile apps. Since the mid-1990s, the penetration of mobile phones in developed economies has been explosive. Whereas in 1997 only 215 million individuals were using mobile communication devices worldwide, through 2001 this had grown to a massive 961 million, further growing to 1.16 billion by 2003". In the business environment mobile offering new marketing channel to interact with customers is crucial to increase sales for company. Earlier it was used as a walkie-talkies technology was used by the most of the departments but now it used for internet and for communication and now as a laptop, computer and PDA etc. Thus, the successful application of information technology to connect marketing applications is highly prominent. So small to big enterprises are getting benefit by using it the incomes are raising. The carpenter, plumber, parlours and tailor are getting support and source of information through phone and newly app introducing day by day. In a reasonable price and easy way advertise their products, Likewise Uerbanclap. In your idle time mobile phones makes you utilize your time by calling clients, taking orders, advertising products, dealing with customers on Calls, Skype, SMS and Emails. In such a busy schedule if someone not get time to pay or to do transaction then while travelling while walking while talking it can be done by pocket or can say handy device which client can check out of details and accessibility. Due to low cost of internet it is easily available from which usage of mobile phone has increased. New technology emerges plethora of mobile applications from which marketing is become more comfortable. Now marketers get the best & smart mode of transferring there good & services. This is a unique mode of transfer & quickly gets feedback from customer.

Even though companies are investing heavily in mobile commerce and mobile marketing, where customers on a single click to spread acknowledge and information of the products & services on a small screen. After awareness about the product by the small screen customer can

order on a single click by using small screen through smart device. Since the new technologies are arising people are working only through smart devices like smart phones which are a convenient way for the public. Since Smartphone's have entered in the market by using the e-technology it has removed wallets to carry from the people pockets. People start operating direct e-wallet applications, online banking and transactions etc. Mobile phone emerges to start with mobile web advent with 2G then 3G and now the very latest Network is 4G for high speed from which data and multimedia content get transfers. Also as per day by day technology changes mobile phones as emerging with big screen kind of enrich featured devices. Their displays are of high quality and sounds system, camera also software capabilities from which perception of the consumer become more advance as in they start running business from mobile devices can say "Start up". Basically people use phones for Browsing, Music, Gaming, Social Networking and Shopping etc.

Mobile device become a marketing tool easy way of communication for both customer and companies. A different mode of mobile device is being used for marketing which help in providing information to the customers. Like SMS, Push notification, whatsapp, Phone calls, email, MMS etc. As per new technologies there are various apps generated several applications for several or dual purpose. App for travelling purpose, app for booking tickets for hotels and movies, apps for information purpose whether getting updated from Media app, education app, product and services apps etc. People also get chance to get connected by social networking apps whether they want get connected with customer or want to do business. Even if they are sitting far away they can use different apps like: Skype, Video calling, Google duo, face book, video calling, twitter, Gmail chats, face time, can get connect with the help of such apps.

Quick Communication: to stay connected with family friends and society. It is important to communicate with each other. For even long distances relations can be maintained with the help of Skype, hangout app, face time, face book, twitter, Google talk and messenger etc.

Save Time and Increase productivity: Due this technology people can work on daily bases work from home, work from any corner likewise reply of emails, can attend conference on phone through Skype from any location, can get connected with boss or employee through conference calling while walking, or in car or so on. This way people times are saved and get lots of time to work

2. REVIEW OF LITERATURE

The fast pace of development within the mobile commerce industry has brought about a new field of academic exploration, in which studies have scrutinized the variety of factors persuading the acceptance of mobile phone marketing from both consumer and organization outlooks. Yet, the current literature remains largely inconsistent and fragmented. One main research stream focuses on consumer acceptance and adoption of mobile services in general, such as multimedia messaging service, online gaming and other wireless services (Foulds and Burton, 2006; Hung et al., 2003; Kleijnen et al., 2004). Another more precise field of research focuses on consumer perceptions and attitudes towards the use of the mobile phone for marketing and commercial application (Barnes and Scornavacca, 2004; Barwise and Strong, 2002; Bauer et al., 2005; Carroll et al., 2007; Leppäniemi and Karjaluoto, 2005). In 2000s early when cell phones were used as a Marketing tool in most popular tool was SMS in those years. SMS use to spread advertisement of product and services to the consumer which help them to make their positive or negative perception. (Direct Marketing Association ,2002) messages experience was less positive around 65%, telemarketing and door to door services was 30%, email, mail order and Internet experience were 80%. In this study it has been indicated that perception of the consumers are framed out with lesser experience of SMS as there was high percentage of emails, mail order and Internet. According to the Funk, J. L. (2004) advertising is most effectual feasible selling message to the legal prospects at the minimum cost” Advertising is also called as paid form promotion of goods, services and ideas and its non personal presentation through electronic media likewise magazines, television and newspapers.

E-Online apps have make consumer a wide variety of choices. Make consumer to choose products with discounts and coupons on a small screen. List of the products are more visible. Frolick, M.N., Chen, L.D. (2004) mentioned in the study that customer mobile environment offered plethora of modes, it can be ranging from phone calls, promotional SMS, SMS, and E-mails etc. Bourke, C. (2006), study that as per mobile phones are utilizes as a mobile media, so the device travels with their users because every minute the users use their device for several purpose. Findings of Barnes, S.J. (2002), mobile marketing, advertising “wireless”, Marketing “wireless” and advertising done “wireless” and used in academic research implicitly and explicitly to

conceptualize marketing communications in mobile media. Consumer perception due to new technology has change it became more positive for mobile marketing because it a very convenient way to operate and get detailed notifications about product, services and ideas. Seth et, al 2010, business are growing on a high peek continuously likewise Dominos, Food Panada, Zomato, pizza hut, just dial and many more because they provide much more better deals on mobile apps from which customers are tempting more. This kind of businesses is earning more profits. As per the study by Ajzen, I., & Fishbein, M. (1980), most of the companies switched to mobile applications from website because it happens on desktop consumer can open lots of websites, Google ads of competing products are pushed to the consumer. Naik, Prasad A. and Kalyan Raman (2003), mobile apps customer barely get a chance to compare or review competitions offerings. Frame work of mobile marketing is to build up sales promotion, enhancing brand loyalty, invitation to the consumers or updates for special events, consumer perception can be improved through band image, building of database of customers. Benedict EM, and Inge Geyskens (2006), mobile marketing receiving coupons and discounts and then these messages are passed on. McCarthy, L. (2012), Mobile Apps have removed plastic cards may be its Credit, Debit, ATM cards from the pockets and papers from the wallets. Because all kind of transactions whether it is big or small can be done through various payment apps and banking apps. Consumers can easily choose the rows they want to sit in book tickets. Same booking scenario realize for hotel booking, booking a trip, tickets for fights, bus and train etc. Fesenmaier, D. R. (2012), perception of the consumer affect by their experiences, advertisement, social media, and review of the people, personal experiences and public relations. Perception is awareness, impression and consciousness about companies and its offers. Marketing through mobile phone perception has drawn in customers mind when they experienced themselves or getting aware from advertisements. As the rating of marketing tools (SMS, MMS, APPS, Calls, and Emails) increased the discounts and coupons start increasing gradually. People are more of modify because from this few attributes are set in their mind like connivance, quick access from anywhere, time saving, money saving and services. The perception of the consumer is most likely towards marketing through mobile apps.

Convince: To order a product from mobile app whether you are at work or driving or walking on the street just open an app make a choices from list of the products, select and click the product will be at home. On one click ample of products can ordered.

Money Saving: Mostly you get discounts and coupons on the products which is a another convenient way. Consumer can save money and get the product on cheaper price. Product choices are more.

“Easy Payment System apps: Payment can also be done on a single click and from anywhere through Smartphone device. Whether you have booked tickets, need to done bank transaction, buy products, pay to customer, Uber/Ola wala or Pay to sabji wala, general store from small to big amount.

Time saving: No need to go on weekends or any of the day even when you are busy or tired mobile marketing is a easy way and time saving mode. 24 hours you can do marketing by mobile apps.

Quickly Access: you can quickly access on Smartphone device any of the information according to you mood and get updated. Whether a news updates, weather report, searching for products, planning trips (travelling), bank information, can stay connected on Skype, face time quickly in touch with customers or family. As usage of application are increased by consumers because of net benefits system quality, information quality, service quality are much better and there is an increase in followers of social media and users are mostly satisfied.

3. OBJECTIVES QUESTIONS

1. What are the various factors attributing to usage of different mobile apps by the users.
2. To define gender wise comparisons of the usage pattern of Smartphone by the users

4 RESEARCH METHODOLOGY

Present study was conducted to find the impact of consumer perception towards mobile marketing in Chandigarh and Punjab region. Convenient sampling method was adopted in this empirical study. Consumer views were measured on 5 point Likert scale ranging from strongly agrees (5), Agree (4), Neutral (3), Disagree (2) and Strongly Disagree (1) respectively as per the nature of questions asked. Data was prepared on Google form (online form) and URL link of this questionnaire shared through emails and mobile media

Analysis of Data

Section A: Personal Profile of the Respondents

Personal Profile of the Respondents

The first part of the questionnaire gathered information related to the personal profile of the respondents, which includes gender, age group, educational qualifications and education institute. Out of 100 of respondents, 52 % are male and 48% female.

Table 1.1: Gender profile of the respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	52	51.5	52.0	52.0
	Female	48	47.5	48.0	100.0
	Total	100	99.0	100.0	

Age Group: Out of 100 of respondents, (14.9%) percent were in 1st group, (31.7%) 2nd group, (24.8%) 3rd group, (19.8%) 4th group and (2%) were from fifth group (7.9%). The maximum respondents were belongs from the age group of 2nd group.

Table 1.2: Age Group of the respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	15	14.9	15.0	15.0
	21-30	32	31.7	32.0	47.0
	31-40	25	24.8	25.0	72.0
	41-50	20	19.8	20.0	92.0
	50 above	8	7.9	8.0	100.0
	Total	100	99.0	100.0	

Marital: This section focus on marital status of the respondents out of 100 of respondents (5.9%) are single (52.5%) are married (13.9%) widowed, 9.9% are divorced and (16.8%) would not to say).

Table 1.3: Martial Statues of the respondents

Marital					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	6	5.9	6.0	6.0
	Married	53	52.5	53.0	59.0
	Widowed	14	13.9	14.0	73.0
	Divorced	10	9.9	10.0	83.0
	Other	17	16.8	17.0	100.0
	Total	100	99.0	100.0	

Employment: The table shows the percentage of educational qualification status out of 100 respondents, employed are (23.8%) are retired, self- employed are (6.9%) looking for job are, (19.8%) homemaker (23%) and (25.7%) are retired respondent

Table 1.4: Employment of the respondents

Employment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	24	23.8	24.0	24.0
	Self-Employed	7	6.9	7.0	31.0
	looking for work	20	19.8	20.0	51.0
	A homemaker	23	22.8	23.0	74.0
	Retired	26	25.7	26.0	100.0
	Total	100	99.0	100.0	

Section B

To achieve objectives of the study, the questionnaire was design and in total, 150 questionnaires distributed among the respondents who are using the mobile as a marketing tool in Chandigarh and Punjab region, out of which 100 received from the respondents, the information of 100 respondents coded and entered in the Microsoft Excel Software. Data analysis was done with the help of Statistical Package for the Social Sciences (SPSS) Software 20 Version. All the variables were coded in SPSS and statistical method applied to get the result of the research

The objective of the study was to find out the relationship between Consumer Perception towards Mobile Marketing. The below mention table shows the value of the mean and Std. Deviation.

Table 1.5: Descriptive statistics of survey questions

Descriptive Statistics			
	Mean	Std. Deviation	N
Tool for Mobile Phone	2.67	1.407	100
How many applications use mobile phone	3.37	1.212	100
Most important Convenient aspect of using app	3.25	1.274	100
Mobile marketing tool according	3.46	1.381	100
App short long distance networking	3.11	1.072	100

Scale: A five-point Likert scale from 1 strongly disagree to 5 strongly agree

To find out the objective of the study which factors attributing to usage of different mobile apps by the users?

Interpretation: The dependent variable is age factor and independent variables are mobile use as a tool, usage of more number of application, most convenient, mobile marketing tool and apps use for long distance. The intercept is calculate as 3.230 the below mention table show these variables

have a positive relation with each other. Results prove that the different categories of employee using their mobile phone for different purpose, where it become the major tool for marketing but different age group of respondents have different perception towards mobiles application. It also has positive significant correlation for using of more number of mobile phone for the purpose of marketing. The result also proves that the mobile is the good resource of marketing tool rather than other

Model		Un standardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.230	.501		6.443	.000
	Tool for Mobile Phone	.088	.104	.106	.848	.399
	How many applications use mobile phone	.180	.135	.185	1.334	.185
	Most important Convenient aspect of using app	-.277	.088	-.299	-3.145	.002
	Mobile marketing tool	.054	.099	.064	.549	.584
	App short & long distance networking	-.199	.101	-.181	-1.976	.051

Model Summary

Table 1.6: Multiple Linear Regression between Dependent (Age) Variable and Independent variable

- a. Predictors: (), Long distance networking, Applications use mobile phone, Most important Convenient aspect of using app, Mobile marketing tool , Mobile Phone tool for marketing
- b. Dependent Variable: Age

Interpretation: The dependent variable is employment and independent variables are mobile use as a tool, usage of more number of application, most convenient, mobile marketing tool and apps use for long distance. The intercept is calculate as 3.056 the below mention table show these

Model	R	R Squared	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.470 _a	.221	.180	1.066	.221	5.343	5	94	.000

variables have a positive relation with each other. Results prove that the different categories of employee using their mobile phone for different purpose, where it become the major tool for marketing but different demographic respondents have different perception towards mobiles. It also has positive significant correlation for using of mobile phone for short and longer distance network for the purpose of marketing.

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.056	.705		4.337	.000
	Tool for Mobile Phone	.016	.146	.015	.112	.911
	How many applications use mobile phone	-.020	.189	-.016	-.104	.917
	Most important Convenient aspect of using app	-.254	.124	-.214	-2.056	.043
	Mobile marketing tool	.172	.139	.158	1.243	.217
	App short & long distance networking	.127	.142	.090	.900	.371

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.257 ^a	.066	.016	1.499	.066	1.328	5	94	.259	1.070

Table 1.7: Multiple Linear Regression between Dependent Variable (employment) and Independent variable

- a. Predictors: (Constant), Long distance networking, Applications use mobile phone, Most important Convenient aspect of using app, Mobile marketing tool, Mobile Phone tool for marketing
- b. Dependent Variable: Employment

Interpretation: The dependent variable is Marital and independent variables are mobile use as a tool, usage of more number of application, most convenient, mobile marketing tool and apps use for long distance. The intercept is calculate as .751 the below mention table show these variables have a positive relation with each other. Results prove that the Martial respondents considering mobile as a strong marketing tool. The value show that more number of app using in the mobile have different perception towards the marketing knowledge.

Model		Un standardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.751	.328		2.289	.024
	Tool for Mobile Phone	.518	.068	.591	7.609	.000
	How many applications use mobile phone	.232	.088	.228	2.630	.010
	Most important Convenient aspect of using app	-.084	.058	-.087	-1.464	.147
	Mobile marketing tool	.103	.065	.116	1.601	.113
	App short & long distance networking	-.067	.066	-.058	-1.018	.311

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.835 ^a	.697	.680	.697	.697	43.146	5	94	.000	1.024

Table 1.8: Multiple Linear Regression between Dependent Variable (Marital) and Independent variable

- a. Predictors: (Constant), Long distance networking, Applications use mobile phone, Most important Convenient aspect of using app, Mobile marketing tool , Mobile Phone tool for marketing.
- b. Dependent Variable: Marital

Interpretation: The dependent variable is Gender and independent variables are mobile use as a tool, usage of more number of application, most convenient, mobile marketing tool and apps use for long distance. The intercept is calculate as 1.542 the below mention table show these variables have a positive relation with each other. Results prove that the gender respondents considering mobile as a strong marketing tool. The value shows that more number of app using in the mobile has different perception towards the marketing knowledge.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.542	.238		6.491	.000
	Tool for Mobile Phone	.008	.049	.021	.153	.878
	How many applications use mobile phone	.013	.064	.031	.199	.843
	Most important Convenient aspect of using app	-.066	.042	-.168	-1.593	.115
	Mobile marketing tool	.031	.047	.085	.660	.511
	App short & long distance networking	-.005	.048	-.011	-.107	.915

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.197 ^a	.039	-.012		.505	1.963

Table 1.9: Multiple Linear Regression between Dependent Variable (Gender) and Independent variable

- a. Predictors: (), Long distance networking, Applications use mobile phone, Most important Convenient aspect of using app, Mobile marketing tool , Mobile Phone tool for marketing
- b. Dependent Variable: Gender

5 CONCLUSION

Mobile marketing has changed the attitude and perception of customers toward the social media marketing. It becomes more convenience for the people to make a purchase online if they are unable to visit stores for making a purchase. It benefits the customer because they can easily get products and services of their choice quickly on the internet with home delivery. A convenience orientation is a key benefit that shoppers seek in the modern environment. Consumers' perceptions of convenience (e.g., opening hours, location, parking, online order and home delivery) will have a positive influence on their satisfaction with the service. Consumers' perceived expenditure of time and effort interacts to influence their perceptions of service convenience, and retail facilities are designed to affect those time and effort perceptions. For example, a central location can reduce the transaction costs associated with shopping like transportation cost, times spent and so on. Mobile phone is effective tool for the communication for marketing and it is a direct access to the consumer. All mobile operators upgrading their app on daily basis to provide better service to their consumer and all apps are eco friendly. Day by day mobile service like mobile marketing, banking, mobile games and mobile entertainment service are growing worldwide and all consumers getting the benefits of these services. According to the literature review it is found that it has some positive and negative effect also in the marketing point of view but some time user suggest that this is one of the effective tool for the marketing. This study helped in developing deeper understanding

of the factors that influenced the marketing effectiveness of mobile marketing communications, its contribution to Marketing Return on Investment (MROI) and the way it influenced customers purchase decisions

As a routine time mobile phone become practical part of the marketing as the result also proved that the mobile is becoming the part of marketing tool for everybody's life, people do shopping by using the different apps in the mobile which save the time and money. By using of different apps in the mobile consumer updated about new product and service. Now MNC companies are also introducing their own apps and selling their products direct to the consumer which is the benefits for company and consumer respectively.

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