

A STUDY ON EFFECT OF MOBILE MARKETING AMONG YOUNGSTERS IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

PRASANTH S

Register No. 39410152



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with "A" grade by NAAC | 12B Status by UGC

I Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600 119

April – 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in**

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRASANTH 39410152** who have done the Project work entitled "**A study on effect of mobile marketing among youngsters in Chennai**" under my supervision from **December 2020 to March 2021**.

Ms. KAVITHA RAJAYOGAN

Internal Guide

External Guide

Dr. BHUVANESWARI G.

Dean – School of Business Administration

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **PRASANTH S 39410152** hereby declare that the Project Report entitled “**A study on factors influencing consumers on buying products through social media in Chennai**” done by me under the guidance of **Ms. KAVITHA RAJAYOGAN** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

PRASANTH S

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ABSTRACT

The Project explains the influence of mobile marketing and its effect among the youngsters in Chennai. The use of mobile phones in youngsters has opened the door of opportunities for marketers to market their product easily using mobile phones. Youngsters feel attracted towards the mobile marketing and they are more conscious about knowing all the trends and technology and accepting them in their daily lives. This is due to the reason that they get to know about each product and services on their phones via sms, emails, various apps, etc. The acceptance of mobile phones by people has created the need for understanding the trends of mobile marketing. Youngsters are eager to know more and more about newly launch product and services. Mobile which is a very personal device is helping them a lot in knowing all about the developments and the popularity of mobile phones has resulted in mobile-based advertising and promotions that mainly target the youth. The mobile medium is used by marketers as an additional and effective channel to present marketing communication strategies. Today youngsters are able to find about everything in just one click by using their mobile devices. The study helps in knowing different perspectives of youngsters towards mobile marketing.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Organizations today work in a constantly changing environment with high competition and new technologies have further helped to better reach consumers with regards to the frequency and impact of advertising. One of the new ways to reach target audiences in today's world is mobile marketing. Mobile marketing is defined as the use of the mobile medium (e.g. mobile phones) as a means of marketing communications. Now marketers can create mobile portals dedicated to their business. The high penetration rate of mobile devices among consumers also provides an opportunity for companies to utilize this means to convey advertising messages to consumers. This makes various companies to use mobile as marketing device and Mobile phone enables advertisers to provide very targeted and time sensitive information to their target customers and has emerged as one of the most important advertising media.

Since teenagers and young adults are faster adopting it, mobile advertising seems have a bright future, but the extent of acceptance by consumer still remain unclear due to various hurdles, including feelings of intrusiveness and privacy concerns. Although a number of firms are using mobile advertising for their products, there still are several issues that remain to be addressed. Again many researches are conducted in the context of western countries while this current study is conducted for Indian consumer. The objective of this paper is to understand the consumers' acceptance of mobile advertising that is available to consumers owning mobile phones. The study finds out the factors that affects consumers' acceptance of mobile advertising and also identifies the type of consumers who accept mobile advertising.

1.2 INDUSTRY PROFILE

The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. The global IT & ITeS market (excluding hardware) reached US\$ 1.2 trillion in 2016-17, while the global sourcing market increased by 1.7 times to reach US\$ 173-178 billion. India remained the world's top sourcing destination in 2016-17 with a share of 55 per cent. Indian IT & ITeS companies have set up over 1,000 global delivery centers in over 200 cities around the world.

More importantly, the industry has led the economic transformation of the country and altered the perception of India in the global economy. India's cost competitiveness in providing IT services, which is approximately 3-4 times cheaper than the US, continues to be the mainstay of its Unique Selling Proposition (USP) in the global sourcing market. However, India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centres in India.

The IT industry has also created significant demand in the Indian education sector, especially for engineering and computer science. The Indian IT and ITeS industry is divided into four major segments – IT services, Business Process Management (BPM), software products and engineering services, and hardware.

1.2.1 Market Size

The internet industry in India is likely to double to reach US\$ 250 billion by 2020, growing to 7.5 per cent of gross domestic product (GDP). The number of internet users in India is expected to reach 730 million by 2020, supported by fast adoption of digital technology, according to a report by National Association of Software and Services Companies (NASSCOM).

Indian IT exports are projected to grow at 7-8 per cent in 2017-18, in addition to adding 130,000-150,000 new jobs during the same period. Digital commerce market in India is set to grow at 30.4 per cent year-on-year to Rs 220,330 crore (US\$ 34.11 billion) by December 2017, according to a report by Internet and Mobile Association.

Indian technology companies expect India's digital economy to have the potential to reach US\$ 4 trillion by 2022, as against the Government of India's estimate of US\$ 1 trillion. Digital payments in India rose 55 per cent in volume and 24.2 per cent in value year-on-year in FY 2016-17, stated Mr. Ratan Watal, Principal Advisor, Niti Aayog. Employees from 12 Indian start-ups, such as Flipkart, Snap deal, Makemytrip, Naukri, Ola, and others, have gone on to form 700 start-ups on their own, thus expanding the Indian start-up ecosystem.!! India ranks third among global start-up ecosystems with more than 4,200 start-ups.Total spending on IT by banking and security firms in India is expected to grow 8.6 per cent year-on-year to US\$ 7.8 billion by 2017!!

The public cloud services market in India is slated to grow 35.9 per cent to reach US\$ 1.3 billion according to IT consultancy, Gartner. Increased penetration of internet (including in rural areas) and rapid emergence of e-commerce are the main drivers for continued growth of data center co-location and hosting market in India. The Indian Healthcare Information Technology (IT) market is valued at US\$ 1 billion currently and is expected to grow 1.5 times by 2020. India's business to business (B2B) e-commerce market is expected to reach US\$ 700 billion by 2020 whereas the business to consumer (B2C) e-commerce market is expected to reach US\$ 102 billion by 2020. Cross-border online shopping by Indians is expected to increase 85 per cent in 2017, and total online spending is projected to rise 31 per cent to Rs 8.75 lakh crore (US\$ 128 billion) by 2018.!!!

1.2.2 Investments/ Developments

Indian IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows worth US\$ 22.83 billion between April 2000 and December 2016, according to data released by the Department of Industrial Policy and Promotion (DIPP).Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra, are diversifying their offerings and showcasing leading ideas in block chain, artificial intelligence to clients using innovation hubs, research and development centers.

Some of the major developments in the Indian IT and ITeS sector are follows:

- India plans to create wireless Technology 5G by the end of the year 2020 which will help India in realizing its most important goals of “Increasing the GDP rate”, “Creating Employment” and “Digitizing the Economy”.
- Power2SME which serves as platform for raw material requirement of the small and medium scale enterprises (SMEs) has raised US\$ 36 million from its investors which includes Inventus Capital Partners, Accel, Kalaari Capital, International Finance Corp. (IFC) and Infosys chairman Nandan Nilekani.
- Unacademy a platform that helps educators to create multimedia content which can be used for free of cost by users has raised US\$ 11.5 million from Sequoia India Capital Advisors and SAIF Partners.
- The mobile wallet industry is expected to maintain its current pace of expansion and the value of its transaction is expected to reach Rs 32 trillion (US\$ 480 billion) by 2022, growing at a rate of 126 per cent.
- India’s largest online retailer, Flipkart, has raised at least US\$ 2.5 billion from Softbank Vision Fund to maintain its dominance in the Indian e-commerce market and to fight against its arch rival Amazon India.
- Google plans to set up its first data center in India in the city of Mumbai by 2017, to improve its services to local customers wanting to host their applications on the internet, and to compete effectively with the likes of Amazon and Microsoft.
- SAP SE, in partnership with the Associated Chambers of Commerce of India (ASSOCHAM), has rolled out a knowledge sharing resource center which will serve as a one-stop portal for businesses looking to adopt or migrate to technology that will make them future ready for the biggest taxation reform of goods and services tax (GST).
- Fresh desk, one of first companies from India to offer Software-as-a-Service (SaaS) to global companies, has raised US\$ 55 million in the latest round of funding led by Sequoia Capital India and existing investor Accel Partners, estimating to value the company at US\$ 700 million.
- Warburg Pincus LLC, the US-based private equity firm, plans to invest around

US\$ 75 million in series C round of funding to buy a significant stake in Capital Float, an online credit platform.

- Apple's supplier and assembler, Taiwan-based Winstro, will set up an iPhone assembly facility in Peenya, Bengaluru's industrial hub, thus making India the third country across the world to have an assembly unit for Apple's iPhone.
- Paytm's online marketplace unit raised US\$ 200 million in a funding round led by a US\$ 177 million investment to be made by Alibaba Group Holding Ltd, and balance by SAIF Partners.
- Intel Corporation plans to invest in Digital India related solutions such as India stack, Unique Identification (UID), e-government 2.0 and other government initiatives, and scale up operations of its data center group (DCG), as per Mr Prakash Mallya, Director DCG, Asia for Intel Corporation.

1.2.3 Government Initiatives

In the Union Budget 2017-18, the Government of India announced the following key proposals:

- The Government of India has allocated Rs 10,000 crore (US\$ 1.5 billion) for BharatNet project under which it aims to provide high speed broadband to more than 150,000 gram panchayats by 2017-18.
- Prime Minister of India, Mr. Narendra Modi, has launched the Bharat Interface for Money (BHIM) app, an Aadhaar-based mobile payment application that will allow users to make digital payments without having to use a credit or debit card. The app has already reached the mark of 10 million downloads.

Some of the major initiatives taken by the government to promote IT and ITeS sector in India are as follows:

- The Government of India is planning to set Wi-Fi facility for around 5.5 lakh villages by March 2019 with an estimated investment of Rs 3,700 crore (US\$ 555 million) and the government expects to start broadband services with about 1,000 megabit per second (1 gbps) across 1 lakh gram panchayats by the end of this year.

- All the 400 field offices of the Central Public Works Department (CPWD) have been connected through a special integrated portal. Annual payments worth Rs 20,000 crore (US\$ 3 billion) will be done electronically after this digital transformation.
- The Government of India plans to revamp the United Payment Interface (UPI) and Unstructured Supplementary Service Data (USSD), to make it easier for consumers to transact digitally either with or without an Internet connection with the aim of strengthening its push towards making India a digital economy.
- The Telecom Regulatory Authority of India (TRAI) will soon release consultation papers ahead of framing regulations and standards for the rollout of fifth-generation (5G) networks and Internet of Things (IoT) in India.
- The Railway Ministry plans to give a digital push to the India Railways by introducing bar-coded tickets, Global Positioning System (GPS) based information systems inside coaches, integration of all facilities dealing with ticketing issues, Wi-Fi facilities at the stations, super-fast long-route train service for unreserved passengers among other developments, which will help to increase the passenger traffic.

1.2.4 Road Ahead

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India.

1.3 NEED FOR THE STUDY

An Effect of Mobile Marketing on Youngsters among public helps how good is it for the companies to use mobile Marketing for their product/service upgrade. It also makes the companies fine tune their messages to get the very purpose of the Mobile Marketing satisfied. On the other side, the study likewise draws out the top choices of the general population who get the messages. The purpose of this study is to research what are the factors effective of mobile marketing among youngster in Chennai.

These are the main driving force while advertising the products and service on mobile. Thus, this research study has been undertaken in Chennai and to focus the Youngsters perception on advertising through Mobile marketing.

1.4 SCOPE OF THE STUDY

- The scope of the study is confined to the Community in the Chennai Region.
- Consumers of today are knowledgeable and they know what they want. They never compromise on the quality of products used by them. They are well aware about the brands and competition between these brands. They ensure that they are never exploited by these competitors.

The paper intends to study the effectiveness of Mobile Marketing among youngsters in Chennai. The target audience for this study is youngsters

1.5 OBJECTIVES OF THE STUDY

1.5.1 PRIMARY OBJECTIVE

To study and understand the effect of Mobile advertising and Marketing among the youngster in Chennai

1.5.2 SECONDARY OBJECTIVES

- To identify youngster's influence in mobile advertisements
- To analysis Consumer attitudes towards mobile marketing
- To determine the purchase intention of products and service by mobile advertisement
- To know the risk factors and privacy issues in mobile advertisements

1.6 LIMITATIONS OF THE STUDY

- The study was conducted only in Chennai.
- The sample collected has been restricted to the 130 respondents only.
- This study is based on the response of the respondent in the questionnaire so it cannot be taken to be the overall predilection of the whole population.
- The study is limited in Chennai only, it may not be generalized.

CHAPTER 2

REVIEW OF LITERATURE

Dr. K. Girija (2016) - Mobile phone has been 'one of the most noticeable social changes to happen over the last ten years'. Certainly, use of mobile phones has risen rapidly with improvements in handheld technology and reception, and with convergence of video, data and audio services within the one device. After high penetration of the internet, mobile broadband subscription rate also increased dramatically. So this study tries to know the awareness and perception of youngsters about the mobile marketing. This study has conducted in Tiruchengode with 100 respondents. Those marketers who create a full mobile experience for their consumers- with apps, optimized mobile sites mobile loyalty programs, employing targeting like location, allowing sales on mobile devices etc. are really experiencing the power of mobile along the purchase funnel

Arpit Jain Mr. Abhinav Chaudhary (2015) - Mobile Marketing is emerging function of marketing. Today marketers want to stay connected with their customers 'always. As lifestyle of consumers is changing importance of traditional mediums like TV, Radio is decreasing and newer mediums like mobile, internet etc. is gaining importance. Since mobile is a personalized device which a customer keeps with him always; when he is resting when he is travelling, when he is going out with friends and family etc. So marketers can stay in touch with their customers whenever. Nielson survey demonstrate that consumers are increasingly gaining trust in the credibility of mobile messages. Market in fine-tuning their product, pricing and promotional strategies accordingly. Mobile phone is a new direct marketing device that provides direct access to consumers and interacts with them in a very personal way. All GSM operators announce the launch of new mobile services, and the B2C mobile commerce and mobile marketing will be obviously becoming more popular in India.

Plavini Punyatoya and Pattanayak Durgesh (2011) - The type of consumers who accept mobile advertising in Indian context. It was found that message credibility, consumer perception of message customization, message content, and consumer's ability to use mobile phone positively influence their attitude towards acceptance of mobile advertising. But consumer inertia negatively influence consumer Mobile advertising is an attractive media option used by many firms for directly communicating with consumers who have become busier and more difficult to reach. The current research aims to understand consumers' acceptance of mobile advertising that is available to consumers owning mobile phones. The study tries to find out the factors that affects consumers' acceptance of mobile advertising and also identifies advertising acceptance. So companies need to focus on these Factors before using mobile advertising as their communication medium to consumer. Companies need to locate the right consumer who accepts mobile advertisings and who can be pursued for future product purchase. The present study examined the factors that affect consumer acceptance of mobile advertising in the Indian context. It was seen that message credibility, consumer perception of message customization and its content, and consumer's ability to use mobile phone positively influence their attitude towards acceptance of mobile advertising.

Madawa Abeywickrama Jana Vasickova (2014) – Due to the rapid technological development in information technologies, and mobile phone industry the usage of smart phone became a new trend consequently leading to more than one billion Smartphone users in the world. One of the most significant characteristic of those users is their growing need to be always connected to the Internet. Desire to do not miss important conversation, news, favourite TV series or result of sports events leads them to subscribe for mobile broad band or else use internet-on-the-go. Our intentions through this thesis were to develop theoretical and practical contribution to the existing research in the field of marketing and mobile advertising in particular. Our research question was stated as follows: What is the impact of advertising message personalization, permission, and flow experience on attitude towards mobile advertising? What is the effect of attitude towards mobile advertising and flow experience on purchase intention of Swedish Customers?

Dr.Suleyman (2008) - Advances in information and communication technologies are not only offering new marketing channels to companies but also significantly influencing the ways in which companies conduct their businesses and marketing activities. This paper analyses the possible significant impacts of mobile phone technology developments on marketing, and offers insights into mobile commerce and mobile marketing, which have not previously been investigated in Turkey. In the survey, mobile phone users' attitudes towards mobile commerce and mobile marketing and their intentions to benefit from mobile phones are searched. Mobile phone is a new direct marketing device that provides direct access to consumers and interacts with them in a very personal way. All GSM operators announce the launch of new mobile services, and the B2C mobile commerce and mobile marketing will be obviously becoming more popular in Turkey. The mobile advertising, mobile Internet, mobile banking and mobile entertainment services are growing in the world and in Turkey, GSM operators and retailers expect to benefit from these mobile marketing tools.

Dr. M.A. Asoka Malkanthie (2018)- In an era of information and communication technology (ICT) becoming more and more dynamic day by day, the mobile device or the Smartphone has turned out to be an increasing business environment for Sri Lanka. Speaking of which the users of the mobile devices plays an important role in this scenario whereas the investment made on the mobile advertisement will show its returns based on how they will react upon it. Therefore, main objective of the study is to examine the factors that will affect customer's attitude towards mobile advertising in Sri Lanka by giving a special reference to Colombo district. The study, descriptive in nature, has been conducted based on primary data. Mobile advertisements are enjoyable to most customers. Some people considered pleasant of mobile advertisements. Customers like to see videos, images and games of mobile advertisements because it is highly entertained. Customers get excitement and surprises from mobile advertisements. Mostly customers get pleasure after seeing or hearing to mobile advertisement.

Awantika Pandey, Dr. Kahkashan Khan(2019)- The paper explores various ways which shows that up to which extent mobile marketing has affected the youngsters in India. The use of mobile phones in youngsters has opened the door of opportunities for marketers to market their product easily using mobile phones. Youngsters feel attracted towards the mobile marketing. They are more conscious about knowing all the trends and technology and accepting them in their daily lives. This is due to the reason that they get to know about each product and services on their phones via sms, emails, various apps, etc. These are trust, privacy, risk and relevance. These four factors have played an important role in meeting the objectives. The study also recommended various ways by which mobile marketing can be more effective and will have a great impact on the youngsters. Apart from this the analysis shows that youngsters have a positive attitude towards mobile marketing. But marketers should focus on improving themselves day by day. Marketers should focus on the terms of the four factors to build a long term relationship with the youngsters and increasing the market of mobile.

Mohammad Kashif (2015) - The paper aims to understand how mobile marketing has affected the lifestyle of youngsters. It is based on the secondary data, and it explores different articles published on mobile marketing and its impact. The youths are responsible in family economies for making agile decision. The businesses need to adhere their marketing efforts to keep up with the advance in technology as the age of mobile has already arrived. The data for the phones among Indian youth shows how important mobile marketing is. The problem with it is that India is still developing country.

Dr. Ampu Harikrishnan, Mr. Vijinder Singh (2013) - Social media and the related websites like Facebook, WhatsApp, twitter, google Duo, hike, Instagram, etc. have changed. Our way of living to a certain extent, now our emotions are based on emoji's and our mood is dependent on likes and comments on our photos and other material uploaded on these respective sites. The studies show that new generation or Youth i.e. born after 1990, is almost dependent on such sites for different things like, communicating with friends, college Notes, new trends and fashion, current issues and many such things. The growth of social media sites shows an important change in Indian Students and teenagers behaviour in their life. The Social media websites has become an important part of our life today. It could extinct the future of Indian teenagers and children and it had a very bad effect on education as it is argue above. There is no other society or any third party which could check for what actions are been performed by which user, so it is strongly recommended to check teenager's activities on social media websites and don't let them use social networking websites. It is also strong recommendation for international and Government cyber control to take part and ban these type of social networking websites, other than Government and jurisdiction, every parents should closely banned the use of social networks on their children and secure their future.

Vikas Kumar and Saurabh Mittal (2020) - Increased use of smartphone and other mobile devices means more frequent contact between the brands and consumers. Interactions happen on anytime, anywhere basis, going much beyond the boundaries of traditional customer connect. Starting with the traditional e-mail, to pay per click, search engine optimisation, content writing, social media marketing, video and in-game advertisements, there are multiple channels to reach every segment of the audience as per their comfort. Mobile marketing campaigns have already acquired an important role in the overall marketing strategy of companies. A number of mobile phone-based marketing channels are available to the marketers and have significantly proved their importance.

Robayo Pinzon Oscar, Montoya Luz Alexandra (2017) -This paper covers a review of the definition of mobile marketing, summarizing their characteristics compared to traditional marketing channels. Next, different approaches and research findings related to the acceptance and attitudes towards the mobile marketing are explored, as well as some of the most relevant theoretical approaches in this area. One of the main areas of research in this field has focused on the acceptance of technology Associated with the consumption of services on the Internet. Some of the models applied to the Study of mobile marketing adoption include the Diffusion of Innovation Model developed by Rogers (1995) and the Technology Acceptance Model (TAM) (Davis, 1989) which in turn derives From the Theory of Reasoned Action (TRA) (Fischbein & Azjen, 1975).

Dr.John Akpesiri Olotewo, Dr.Samson Oluwaseun Fadiya (2015) - Mobile marketing has gained immense popularity in the contemporary business world because of its convenience in sending promotional messages to individual customers. In Turkey, this method of advertising has enhanced effective dissemination of information and is thus highly regarded; both by the business community and the consumers. This paper establishes that mobile marketing in the Turkish consumer market has a huge potential for growth and this trend may continue unless the marketers do not adhere to the ethical rules of mobile marketing. It is established that the ethics of mobile marketing to a significant level impact on the ability of the mobile marketing to perform the expected functions.

Roger Strom (2019)- In this review mobile device shopping, consumers' use of mobile devices while shopping, is assumed to be an extension of consumers' shopping behaviours developed on internet connected desktop and laptop computers (PC). The purpose is to describe existing knowledge on how mobile marketing can increase value for consumers and retailers, enabling more precise research and development of managerial concepts and tools, providing both managers and academics with increased understanding of mobile marketing and it's outcome value for retailers The purpose of this literature review was to describe existing knowledge on how mobile

marketing can increase value for consumers and retailers. The review revealed multiple support for mobile marketing increasing perceived value for consumers and outcome value for retailers.

Abdul Waheed (2017) - In contrast, the profound analysis ensured a positive relationship of each Sub-dimensions. This study furnishes empirical evidence in the literature of advertising to reinforce and ensure the significance of advanced mediums in today's business environment. This study recommends certain future studies for academics and practitioners to this end, the surveys were randomly disseminated among 1100 consumers from March 2016 to August 2016 in the context of Pakistan. Structural equation modelling (SEM) with AMOS integration was used to test the research hypotheses.

K.R Shabhu, Aathira Nandakumar and Aswathi Nandakumar (2016) - Marketing with the help of mobile phones will help the brand managers to communicate with the customers through SMS, MMS and other available services. Considering the fact that today's youngsters are tomorrow's consumers, there is a need to prepare youngsters to consider different consumption patterns. Consumers are the king of the market and so the producers are expected to run after the consumers for selling their products. It is essential to see that the information that is conveyed to the consumers are worth it. Consumer should not be exploited by the producers.

GiftDonga,Armstrong,Kadyamatimba,Stanislous Zindiye(2018)- Consumer mobile phone adoption is exponentially on the rise especially to youths and offers marketers with many new opportunities to reach and serve customers. However, the literature concerning acceptance of mobile marketing in developing countries is currently under represented. This study was designed to assess some factors influencing consumers' willingness to participate in mobile marketing among university students in South Africa. This study determined the factors influencing consumer acceptance of mobile marketing amongst South African university students. The objectives of the study were met and it concluded that trust, privacy, risk, relevance, shopping style and location based play a significant role in influencing consumer acceptance of mobile marketing.

Amruta vijay pawar (2014) - Integrated Marketing Communication is a marketing concept that ensures all forms of communication and messages are carefully linked together. At its most basic level, Integrated Marketing Communication or IMC means integrating all the promotional tools, so that they work together in harmony. Promotion is one of the Ps in the marketing mix. Promotion has its own mix of communication tools. The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising.

Dr.Surabhi Singh (2019) - The extensive applications of mobile phones are visible in global companies for the marketing of their products. The popularity of mobile marketing is increasing considerably. The objective of the paper is to investigate the perspectives of consumer attitude towards mobile marketing in India. Mobile marketing enables users to be aware of the benefits of technology and facilitates the transactions of companies. The study indicated that the advantages of mobile marketing over other platforms are worthwhile. The paper had investigated the factors that lead to their satisfaction in terms of mobile marketing. The intangible benefits of mobile marketing, as shown by the article, lead to increased healthy consumer attitude. This paper has identified the factors affecting consumer attitude and its impact on satisfaction towards mobile marketing.

Dr.M.Rajesh(2019) - The youthful age, which is developing alongside portable innovation, must have a few or the other effect on their standards of conduct. Mobile phones have turned into a need in the day by day lives of purchasers. In any case, because of headways in innovation the mobile phone industry has indicated quick development, and this makes it significant for advertisers to acquire data on brand inclinations for mobile phones. Mobile phone is one the innovation within recent memory. It has its beneficial outcome just as negative effect on claim society. This investigation has exhibited that the understudies of Dhanraj Baid Jain College know about the different brand of mobile phone in the present market. Study investigated

these components and discovered ways they could help makers and advertisers of mobile phones to improve their upper hands.

J Dinesh Kumar, S Arulchelvan (2018) - The smartphone plays a major role in providing and integrating more features into a single device for the purpose of communication, entertainment, information seeking, e-services, healthcare, and agriculture. As such, it is important to study the influence of smartphones on various contexts. Hence this research looked at the influence of attitude on usage types among smartphone users in Chennai city, Tamil Nadu during October 2017. The positive attitude has a major role in determining the social and process usage of adults in Chennai. A negative attitude has a key role in compulsive and process usage more than in social usage. This shows that smartphone users in Chennai are very careful in using smartphones for the purpose of developing social relationships, especially when it is perceived negatively. With respect to anxiety, the users avoid smartphones for process usage, but in certain cases, it plays a role in compulsive and social usage, depending on the various external circumstances. Respondents use smartphones for process needs regardless of whether they perceive it as positive or negative. They also develop and maintain relationships using smartphones safely. Overall, this particular research can be a theoretical evidence of how different types of attitude and usage relate with one another among the smartphone users.

Sujith T S, Dr. M Sumathy & Anisha (2019) - Today's world is absorbed with digital technology and developments, from daily bread to business, home to office implementation of electronic gadgets have become the part and parcel of the life. Mobile Wallet has changed the world's payments system by providing multiple digital services right from utility payment to e-tailing. The study attempts to examine the perception of m-wallets among youth in Thrissur City. The study reveals that the majority of the respondents are aware about m-wallets and they are using the m-wallets for making payments. Phone pay, Google pay, Paytm is considered as the most acceptable payment gateway. The services provided by m-wallet gateways are satisfactory and they prefer m-wallets because of the facility of instant payments.

Krithika.M,Dr.S.Vasantha (2013) - The development and modernization of technology has made people's lives easier and contributed positively to social well-being so far while it has also brought about some problems and threats stemming from irresponsible use of mobile phones among teens young adults. There is a critical and pathetic state prevailing over the sky of our youth. This research is a unique examination of a modern day phenomenon, young people's pre-occupation with their cell phones. This study facilitated the investigation of an emerging pattern of cell phone usage. Cell phone usage is so strongly integrated into young people's behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day –to-day activities. Despite of the positive benefits like using cell phone to connect/call family, friends...etc. This study also identifies the characteristics of those teens and young adult at risk of developing an over involvement with their cell phones.

K.Venkatalakshmi, Sachin.R (2016) - This study elevates the usage of smart phones among youth and the impact of mobile in-app advertisements on them. The number of smart phone users has radically increased. Smartphone users mostly use connectivity for frequent and swift communication with others. As mobile marketing has drastically expanded, advertisers and companies should pay more attention to effective smart phone in-app advertising. This study suggests that a comprehensive matter of web advertising model could be used for the flow of theory.

Ms.Jisha K, Dr.Jebakumar (2014) - Today the mobile application, WhatsApp has become a part of youth's life. It has become a communication application that youth find it difficult to be without, whether they agree it or not. They get in touch with friends and family, and use it for fulfilling their information, entertainment and educational purposes. They use it for the exchange of emotional intimate content and also to co-ordinate their everyday life. The groups that youth create with friends and colleagues help them to share their ideas, thoughts and emotions. The youth in India made a gradual shift from all social networking sites to WhatsApp in a short span of time. Many studies conducted in India by taking the youngsters as respondents have revealed that smart devices and unprecedented levels of online access are making the present generation the most connected. Previously, only friends and lovers tend to have strong

relationships with intimate conversations. But now whoever you chat through WhatsApp, you develop intimate conversations.

Sanuja Shree P.N Dr. S.Gurusamy P.Balaji (2019) - The main aim of this empirical study is to examine the mobile banking usage intention among the youth customers of public and private sector banks in India. Today's customers are not afraid of technological adoption due to the enhancement in the digital literacy and internet connectivity in their day-to-day life. The customers are primarily use mobile banking for Convenience, Various Benefits of mobile banking, Safety and Trust to make payments with better accessibility, connectivity and controllability. Therefore, banks in India should come out with banking mobile application which offers convenience, benefits, safety and security for the purpose of building the customer loyalty and trust in adoption of mobile banking. Simultaneously, RBI should take necessary steps to avoid various cybercrime frauds to create higher usage intention among the customers.

Dr.M.Neelamalar, Ms.P.Chitra (2009) - Introduction of social online networking sites has facilitated communication. These are web-sites where users can create a profile and connect that profile to others to form an explicit personal network. The primary objective of the research undertaken has been to shed light on the evolution of the dominance of social networking sites among the Internet users and its eventual outcome in the social behavior patterns of youth (17-22 yrs.). Previous research in spheres of social networking sites and its impact on youth in different global and demographic context provided an extensive secondary source base for the study.

Falah Riaz, Saad Ullah Khan & Muhammad Akram Naseem (2014) - Prior studies for mobile marketing have been carried out in many parts of the world but there is not any particularly for Pakistan. This paper is an attempt to evaluate the attitudes towards the flourishing phenomenon of mobile marketing in Pakistan. The data collected from 175 students of the universities have shown important findings regarding the attitude of the consumer. The hypothesis which said that "age and income affects the attitude toward mobile marketing" was proven to be rejected as there is no marked or substantial influence of both these factors on the attitude of the consumer.

E.Hymavathi (2015) - A better understanding of consumer attitude towards the mobile advertising is a crucial success factor in an emerging mobile market. Technology developments have created new digital marketing channels, and these are considered to be powerful opportunities to reach consumers by allowing interactivity and personalization of the content and context of the message. Mobile advertising allows companies to specifically target the right consumers by looking at age, gender and geographic regions etc. A better understanding of consumer attitude towards the mobile advertising is a crucial success factor in an emerging mobile market. This study concluded that Consumers will perceive marketing messages as valuable, as long as it provides relevant information and creates some form of benefit to them.

Viral Bafna, Yashraj Jagtap, Dr. Meenal Pendse (2019)- 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. 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.

Ines Trabelsi and Kaouther Saied Ben Rached (2015) - The popularity of SMS (Short Messaging Service) among youth, especially adolescents, offers a new opportunity for advertisers, called "Mobile Advertising". However, the success of this type of campaign needs the use of "permission marketing" concept. According to the answers of the interviewees, we can say that the reception of an authorized SMS comes along with favorable attitudes, which lead on their turns to positive behavioral reactions. This is explained by the fact, that teenagers like receiving advertisements corresponding to their expectations, useful and not annoying.

CHAPTER 3

RESEARCH METHODOLOGY

Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure”.

3.1 RESEARCH DESIGN

The research design stands for advance planning of the method to be adopted for collection the relevant data and the techniques to be used in adopted for collecting the relevant data and the techniques to be used in analysis, keeping the view the objectives of the research and availability time.

In general, research design is the conceptual structure within which research is conducted: it constitutes the blue print for the collection, measurement and analysis of data.

The Research Design undertaken for the study is **Descriptive Research** Design. A study, which wants to portray the characteristics of a group or individuals or situation, is known as **Descriptive study**. It is mostly qualitative in nature.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

3.3 SOURCES OF DATA

3.3.1 Primary Data

Data which is collected for the first time is called Primary Data. Well Structured Questionnaires has been prepared for collection of primary data. Most of the questions are consist of multiple choices. The structured Questionnaire method was undertaken. Proper care was taken to frame the Questionnaire in such a manner it should be easily understood in view of educational level of the peoples in Chennai

3.3.2 Secondary Data

Secondary data refers to data that was collected by someone other than the user. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc.

3.4 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose. In this research only closed ended questions are used.

3.5 SAMPLE SIZE

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 130.

3.6 PERIOD OF STUDY

The study period is from December 2020 to March 2021

3.7 ANALYTICAL TOOLS

ANALYSIS USING KARL PEARSON'S CORRELATION:

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables. The Pearson product-moment correlation coefficient is a measure of the strength and direction of association that exists between two variables measured on at least an interval scale. It is denoted by the symbol r .

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

CHI- SQUARE TEST I – (χ^2)

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi- squared distribution as closely as desired by making the sample size large enough.

The χ^2 test was first used by Karl Pearson in the year 1900. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation. It is calculated using:

$$\chi^2 = \sum [(O_i - E_i)^2 / E_i] \text{ with } (n - 1) \text{ degrees of freedom.}$$

Where, O_i refers to the observed frequency & E_i to the expected frequencies. χ^2 was used as a test of independence and goodness.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table showing Gender wise classification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Male	101	77.7
2.	Female	29	22.3
Total		130	100

Source: Primary data.

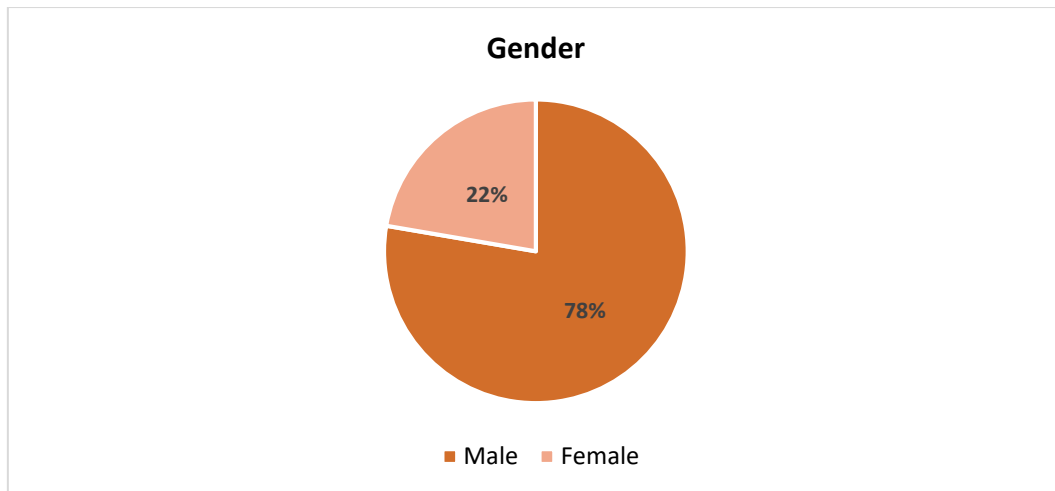


Chart 4.1.1 Chart representing Gender of the respondents

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 77.7% and female respondent is 22.3%.

INFERENCE

Majority (77.7%) of the respondents are Male. So, males are highly preferred for mobile marketing

Table 4.1.2: Table showing Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	18 – 25 Years	98	75.4
2.	25 - 35 Years	28	21.5
3.	35 - 45 Years	4	3.1
Total		130	100

Source: Primary data.

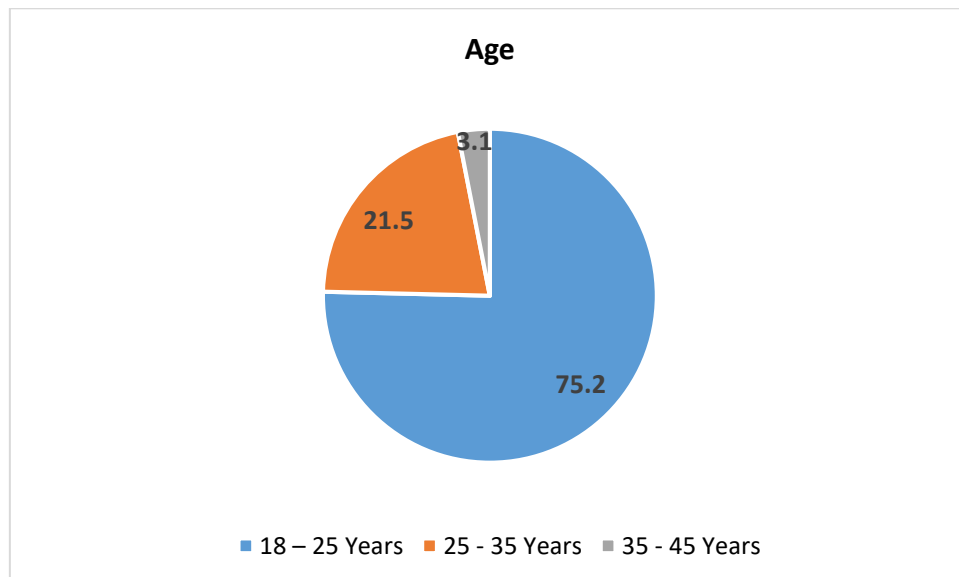


Chart 4.1.2 Chart representing Age of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents between 18 - 25 Years is 75.4%, 25 - 35 Years is 21.5%, and 35 - 45 Years is 3.1%.

INFERENCE

Majority (75.4%) of the respondents fall in the age category of 18 - 25 years.

Table 4.1.3: Table showing Qualification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	High school	6	4.6
2.	Diploma	11	8.5
3.	Bachelor's Degree	63	48.5
4.	Master's Degree	50	38.5
Total		130	100

Source: Primary data.

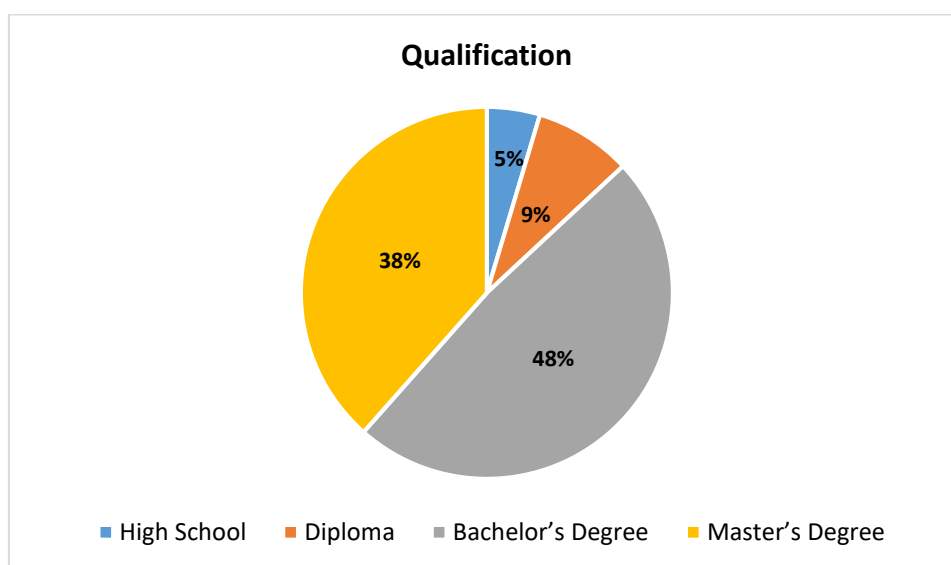


Chart 4.1.3: Chart representing Qualification of the respondent

INTERPRETATION

From the above table it is interpreted that the number of respondents in High School is 4.6%, Diploma is 8.5%, Bachelor's Degree is 48.5% and Master's Degree is 38.5%.

INFERENCE

Majority (48.5%) of the respondents have a Bachelor's Degree

Table 4.1.4: Table showing Employment Status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Employment	55	42.3
2.	Self employed	24	18.5
3.	Student	51	39.2
Total		130	100

Source: Primary data.

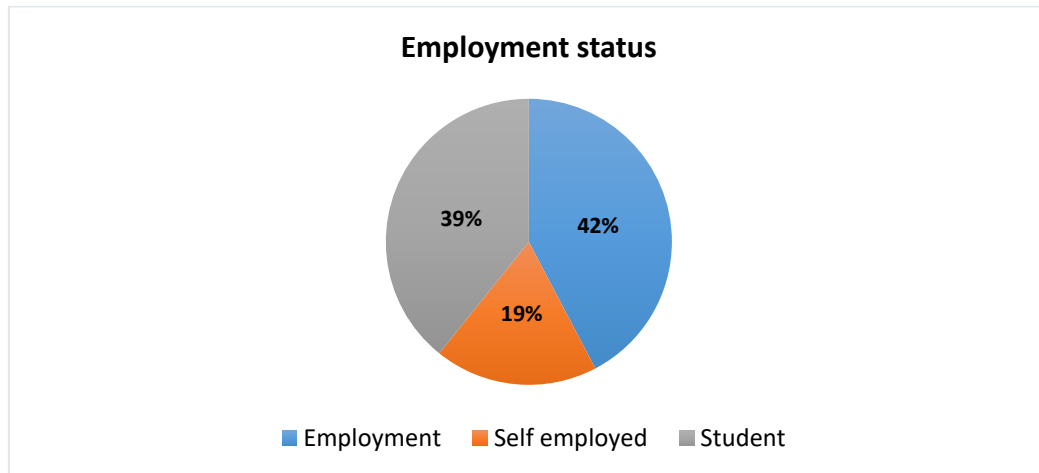


Chart 4.1.4: Chart representing Employment Status of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents were 42.3% in Employment, 18.5% in Self- employed and 39.2% in Student

INFERENCE

Majority (42.3%) of the respondents are Employed.

Table 4.1.5: Table showing Awareness of Mobile Marketing respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Yes	110	84.6
2.	No	20	15.4
Total		130	100

Source: Primary data.

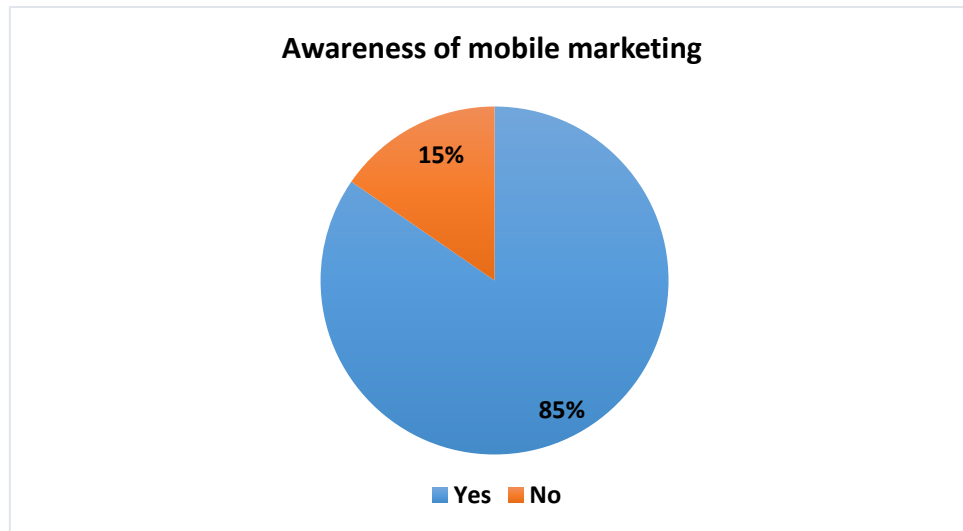


Chart 4.1.5: Chart representing Awareness of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents who are aware of Mobile marketing is 84.6% and who are not is 15.4%.

INFERENCE

Majority (84.6%) of the respondents are aware of Mobile marketing.

Table 4.1.6: Table showing Average time spent on during user's leisure time

S NO	Particulars	No. of Respondents	Percentage
1.	Mobile	117	90
2.	Laptop/Desktop	86	66.2
3.	Newspaper/book/Articles	14	10.8
Total		130	100

Source: Primary data

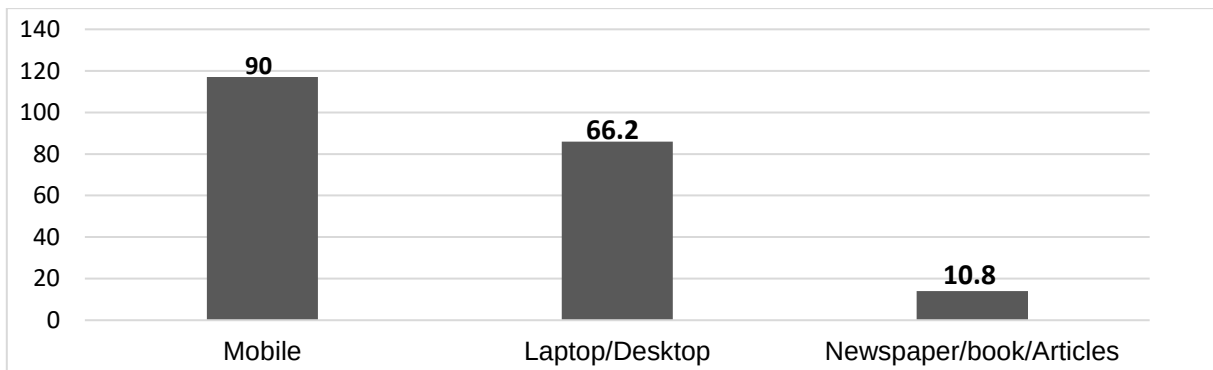


Chart 4.1.6: Chart representing Platform which the respondents prefer to spend most of their time

INTERPRETATION

From the above table it is interpreted that the number of respondents in Mobile is 90%, Laptop/Desktop is 66.2%, Newspaper/book/Articles is 10.8%

INFERENCE

Majority (90%) of the respondents are spending most of their time in Mobile.

Table 4.1.7: Table showing the Average time spent on a day on mobile

S NO	Particulars	No. of Respondents	Percentage
1.	None	1	0.8
2.	0 to 2 hours	13	10
3.	2 to 6 hours	80	61.5
4.	6 to 12 hours	33	25.4
5.	More than 12 hours	3	2.3
Total		130	100

Source: Primary data.

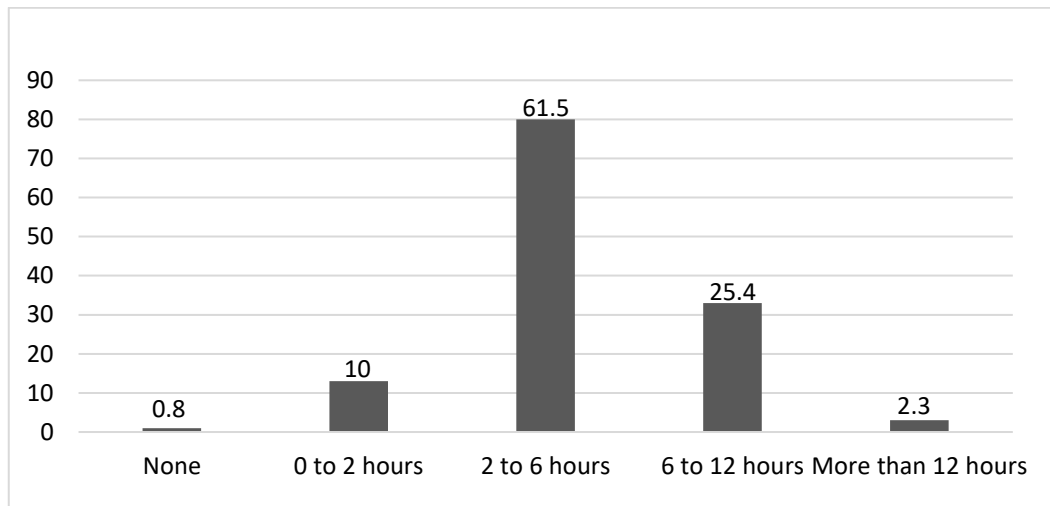


Chart 4.1.7: Chart representing the Average time spent on a day on mobile

INTERPRETATION

From the above table it is interpreted that the number of respondents for none is 0.8%, 0 to 2 hours is 10%, 2 to 6 hours is 61.5%, 6 to 12 hours is 25.4%, and More than 12 hours is 2.3%.

INFERENCE

Majority (61.5%) of the respondents are spending time on mobile 2 to 6 hours in a day.

Table 4.1.8: Table showing mobile marketing an effective promotional tool

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	68	52.3
2.	Agree	46	35.3
3.	Neutral	15	11.5
4.	Disagree	0	0
5.	Strongly Disagree	1	0.7
Total		130	100

Source: Primary data

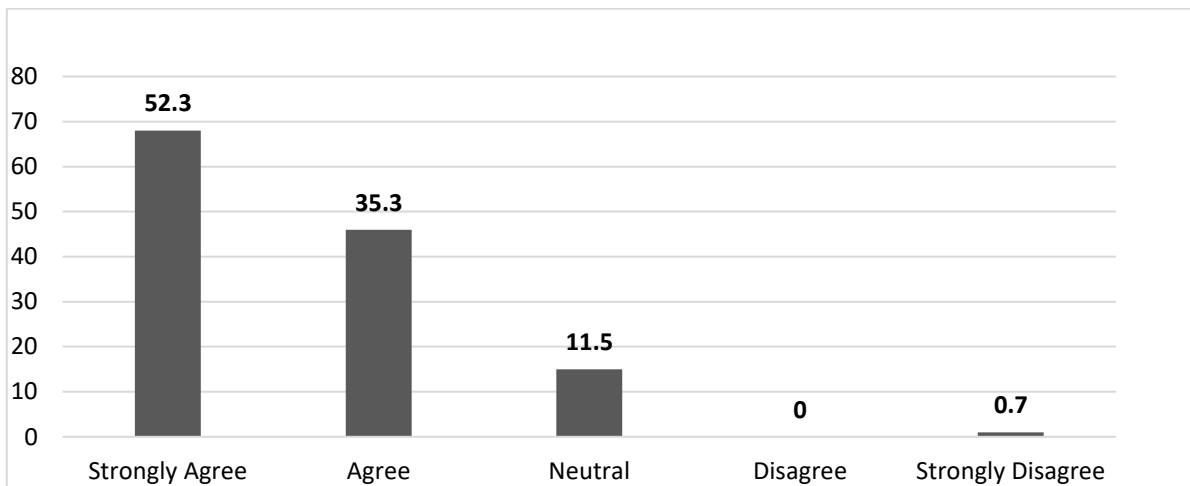


Chart 4.1.8: Chart representing mobile marketing an effective promotional tool

INTERPRETATION

From the above table it is interpreted that the number of respondents for Strongly Agree is 52.3%, Agree is 35.3%, Neutral is 11.5%, Disagree is 0% and Strongly Disagree is 0.7%.

INFERENCE

Majority (52.3%) of the respondents are strongly agreed that mobile marketing is an effective promotional tool.

Table 4.1.9: Table showing Mobile Marketing is a trustable source for advertising

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	21	16.1
2.	Agree	76	58.4
3.	Neutral	28	21.5
4.	Disagree	4	3.1
5.	Strongly Disagree	1	0.7
Total		130	100

Source: Primary data.

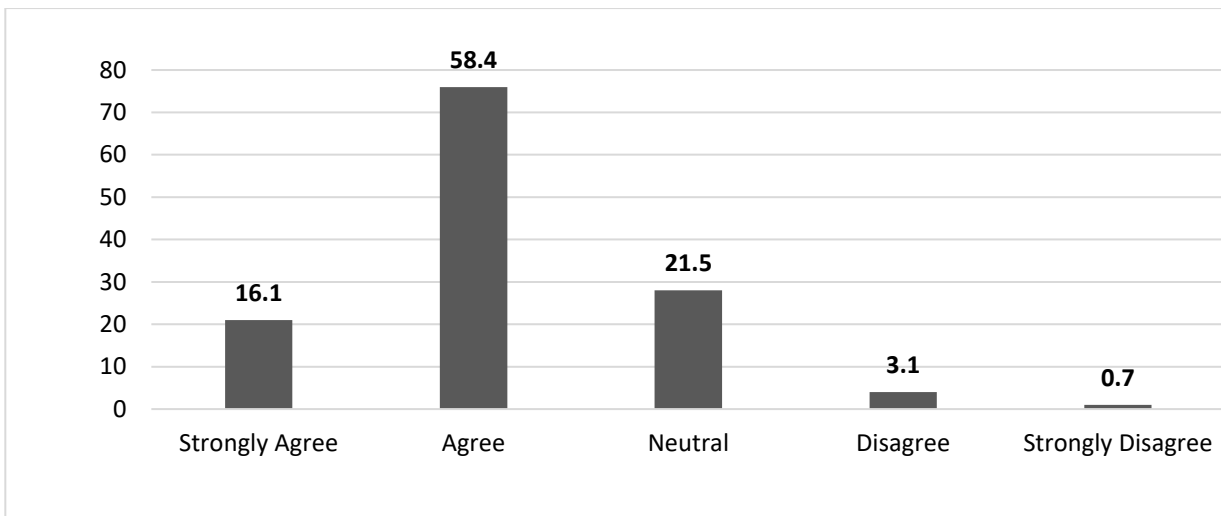


Chart 4.1.9: Chart representing Mobile Marketing is a trustable source for advertising

INTERPRETATION

From the above table it is interpreted that the number of respondents for Strongly Agree is 16.1%, Agree is 58.4%, Neutral is 21.5%, Disagree is 3.1% and Strongly Disagree is 0.7.

INFERENCE

Majority (58.4%) of the respondents are agreed that mobile marketing is a trustable.

Table 4.1.0 Table showing Satisfaction of information provided over mobile ad.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	29	22.3
2.	Agree	55	42.3
3.	Neutral	38	29.2
4.	Disagree	5	3.8
5.	Strongly Disagree	3	2.3
Total		130	100

Source: Primary data.

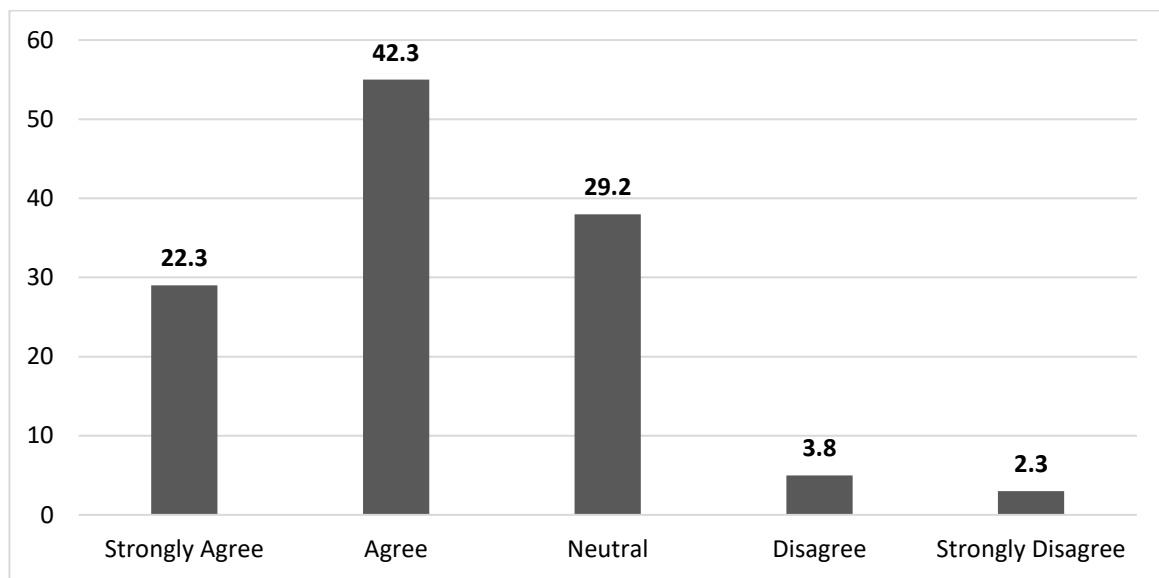


Chart 4.1.0: Chart representing Satisfaction of information provided over mobile ad.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 22.3%, Agree is 42.3%, Neutral is 22.9%, Disagree is 3.8% and Strongly Disagree is 2.3%.

INFERENCE

Majority (42.3%) of the respondents are agreed they satisfied by getting information from mobile advertisement.

Table 4.1.11: Table showing Advertisement through mobile have a positive influence on my purchase decision

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	24	18.4
2.	Agree	62	47.3
3.	Neutral	32	24.6
4.	Disagree	10	7.6
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

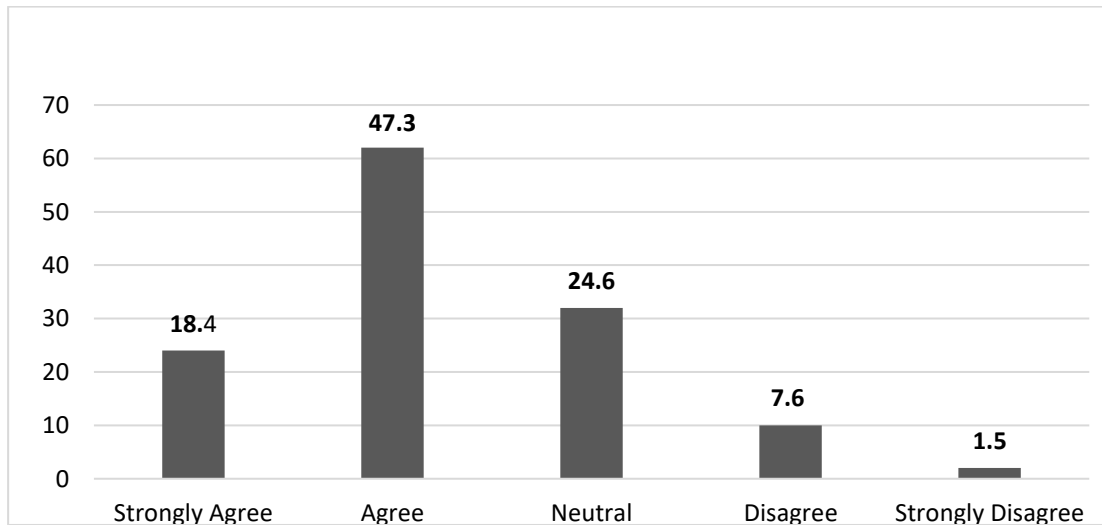


Chart 4.1.11 Chart representing Advertisement through mobile have a positive influence on my purchase decision

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 18.4%, Agree is 47.3%, Neutral is 24.6%, Disagree is 7.6% and Strongly Disagree is 1.5%.

INFERENCE

Majority (47.3%) of the respondents are agreed that Advertisement through mobile have a positive influence on my purchase decision.

Table 4.1.12: Table showing Advertisement which influenced you the most on mobile

S NO	Particulars	No. of Respondents	Percentage
1.	Food	105	80.8
2.	Clothing	104	80
3.	Groceries	26	20
4.	Essential services	34	26.2
Total		130	100

Source: Primary data.

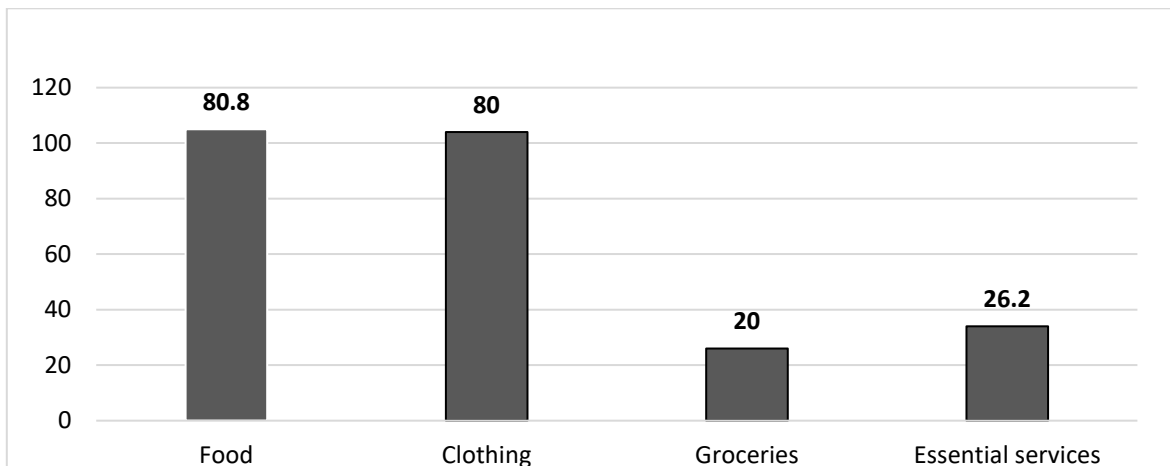


Chart 4.1.12: Chart representing Advertisement which influenced you the most

INTERPRETATION

From the above table it is interpreted that the number of respondents for Food is 80.8, Clothing is 80%, Groceries is 20% and Essential services is 26.2%.

INFERENCE

Majority (80.8%) of the respondents are influenced by food advertisement.

Table 4.1.13: Table showing mobile advertising helps to raise our standard of living.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	27	20.7
2.	Agree	56	43.7
3.	Neutral	36	34.6
4.	Disagree	9	6.9
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

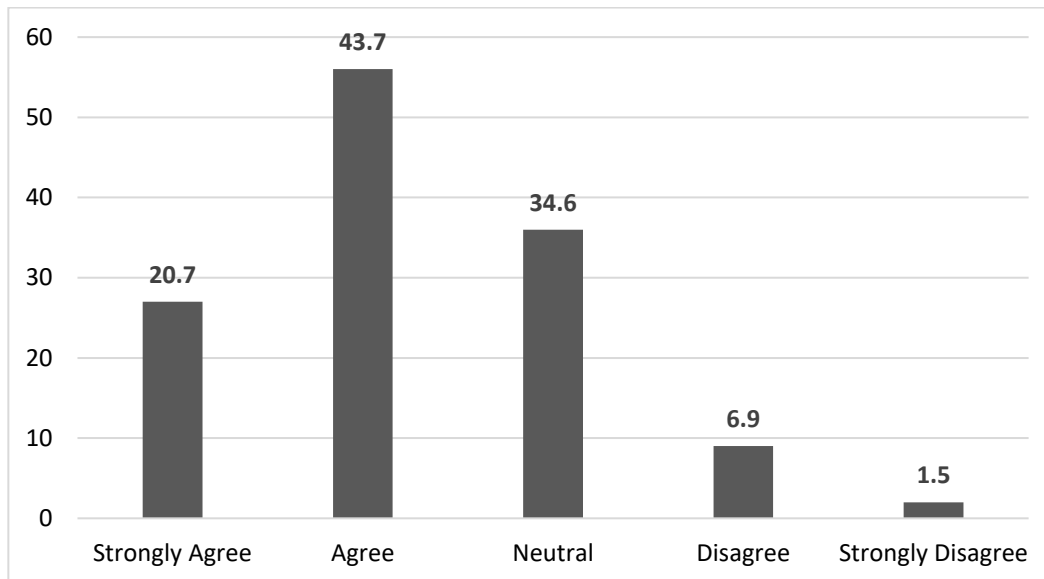


Chart 4.1.13 Chart representing mobile advertising helps to raise our standard of living.

INTERPRETATION

From the above table it is interpreted that the number of respondents strongly agree is 20.7%, Agree is 43.7%, Neutral is 34.6%, Disagree is 6.9% and Strongly Disagree is 1.5%.

INFERENCE

Majority (43.7%) of the respondents are agreed for mobile advertising.

Table 4.1.14 Table showing mobile advertising helps to find product and service that match my personality and interest.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	15	11.5
2.	Agree	70	53.8
3.	Neutral	36	27.6
4.	Disagree	8	6.1
Total		130	100

Source: Primary data

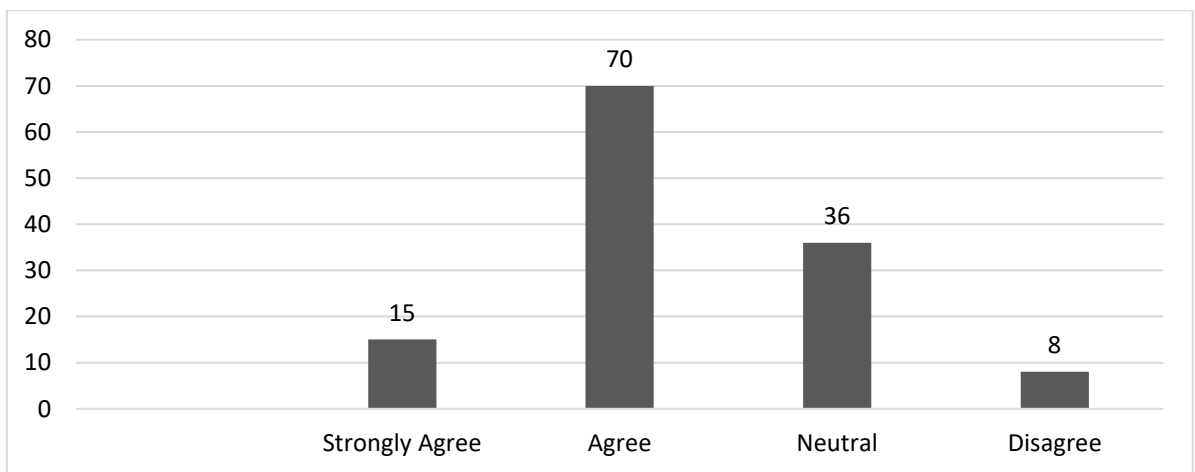


Chart 4.1.14 Chart representing mobile advertising helps to find product and service that match my personality and interest.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 11.5%, Agree is 53.8%, Neutral is 27.6%, and Disagree is 6.1%.

INFERENCE

Majority (53.8%) of the respondents are agreed that they feel mobile advertising helps me to find product and service that match my personality and interest

Table 4.1.15: Table showing Mobile advertising helps for better purchasing decision.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	17	13.7
2.	Agree	70	53.8
3.	Neutral	37	28.4
4.	Disagree	4	3.7
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

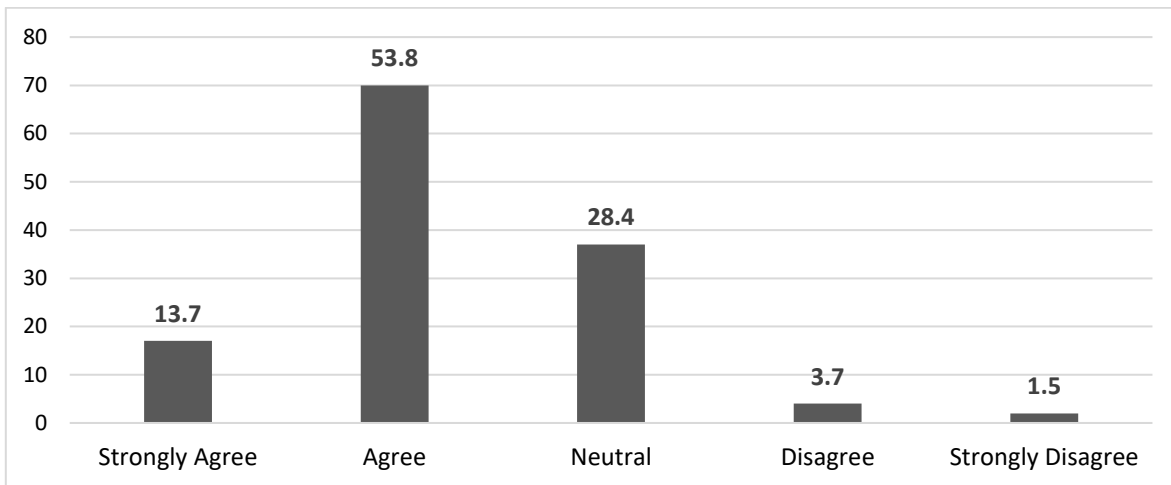


Chart 4.1.15: Chart representing Mobile advertising helps for better purchasing decision.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 13.7%, Agree is 53.8%, Neutral is 28.4%, Disagree is 3.7% and Strongly Disagree is 1.5%.

INFERENCE

Majority (53.8%) of the respondents are agreed that mobile advertising helps for better purchasing decision

Table 4.1.16 Table showing online platform to purchase product of my choice than buying offline

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	33	25.3
2.	Agree	60	42.3
3.	Neutral	33	46.1
4.	Disagree	3	2.3
5.	Strongly Disagree	1	0.7
Total		130	100

Source: Primary data

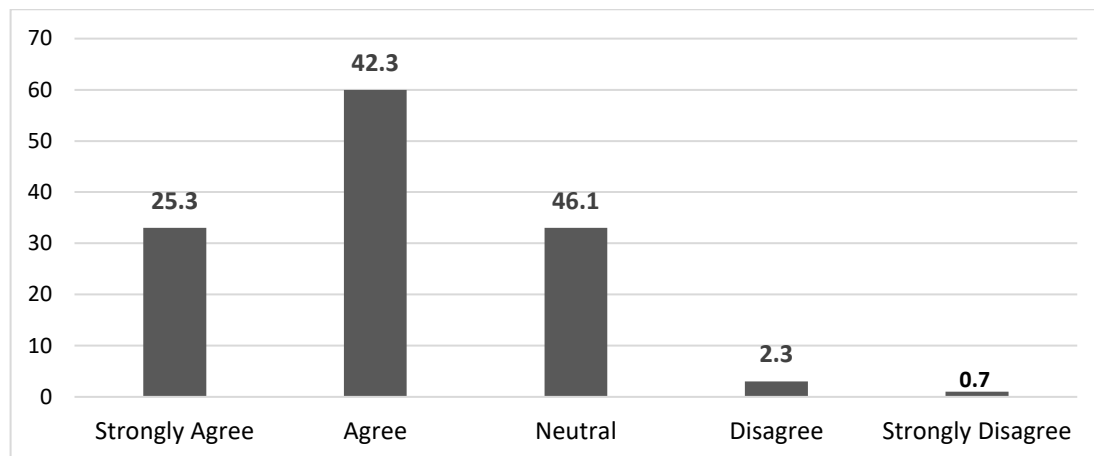


Chart 4.1.16: Chart representing online platform to purchase product of my choice than buying offline

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 25.3%, Agree is 42.3%, Neutral is 46.1%, Disagree is 2.3% and Strongly Disagree is 0.7%.

INFERENCE

Majority (46.1%) of the respondents are Neutral to buying products offline.

Table 4.1.17 Table showing buy products or services with Mobile phone advertisement.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	17	13.7
2.	Agree	62	47.6
3.	Neutral	43	33.1
4.	Disagree	11	8.4
5.	Strongly Disagree	8	6.5
Total		130	100

Source: Primary data.

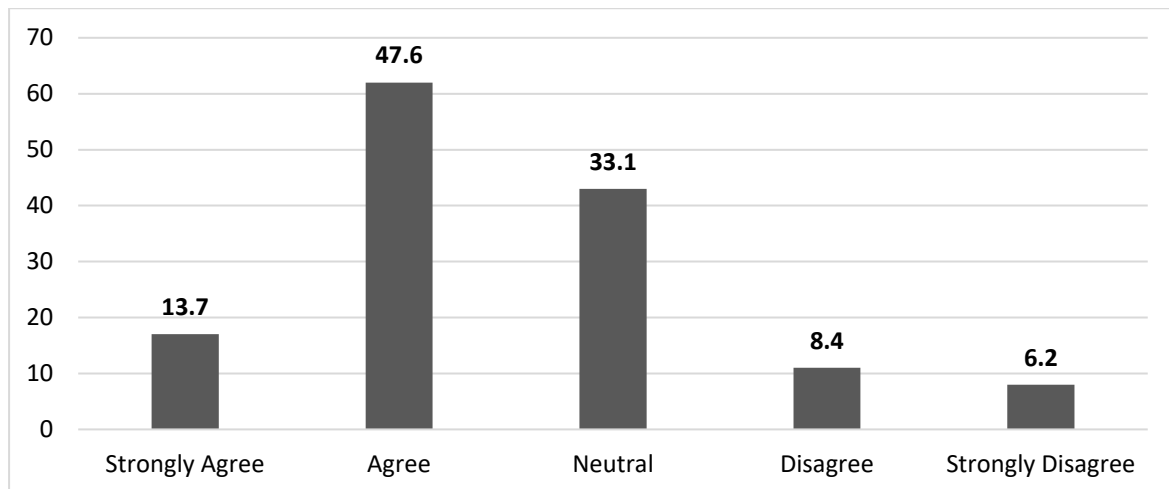


Chart 4.1.17: Chart representing buy products or services with Mobile phone advertisement

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 13.7%, Agree is 47.6%, Neutral is 33.1%, Disagree is 8.4% and Strongly Disagree is 6.5%.

INFERENCE

Majority (47.6%) of the respondents are agreed with mobile phone advertisement.

Table 4.1.18 Table showing to buy products that are promoted by mobile marketing

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	24	18.4
2.	Agree	55	42.3
3.	Neutral	39	30
4.	Disagree	11	8.4
5.	Strongly Disagree	1	0.7
Total		130	100

Source: Primary data.

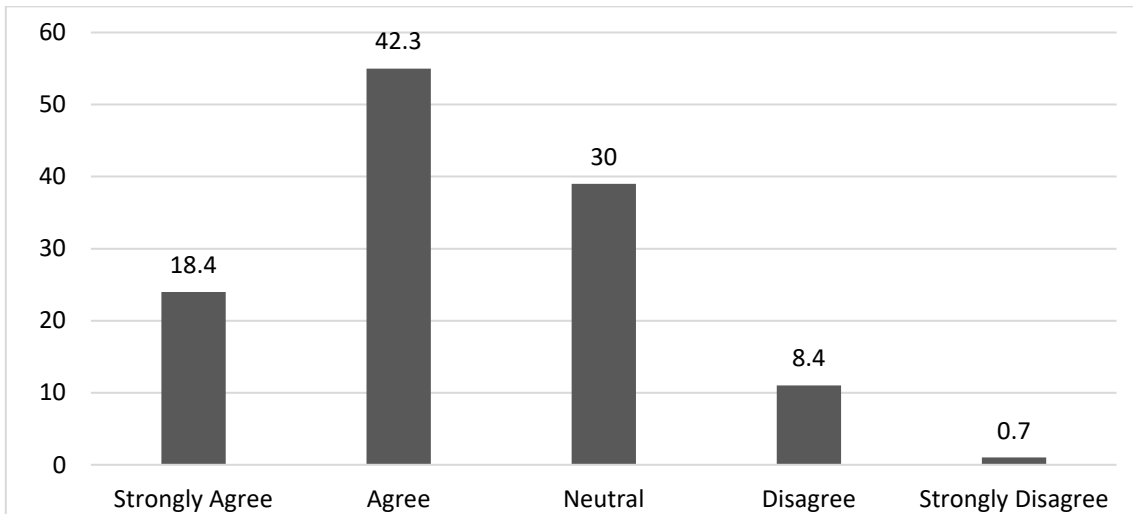


Chart 4.1.18: Chart representing to buy products that are promoted by mobile marketing

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 18.4%, Agree is 42.3%, Neutral is 30%, Disagree is 8.4% and Strongly Disagree is 0.7%.

INFERENCE

Majority (42.3%) of the respondents are agreed to buy from mobile marketing.

Table 4.1.19 Table showing comfortable in giving my card details for online transaction if the site is secured

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	26	20
2.	Agree	56	43.7
3.	Neutral	37	28.4
4.	Disagree	9	6.9
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

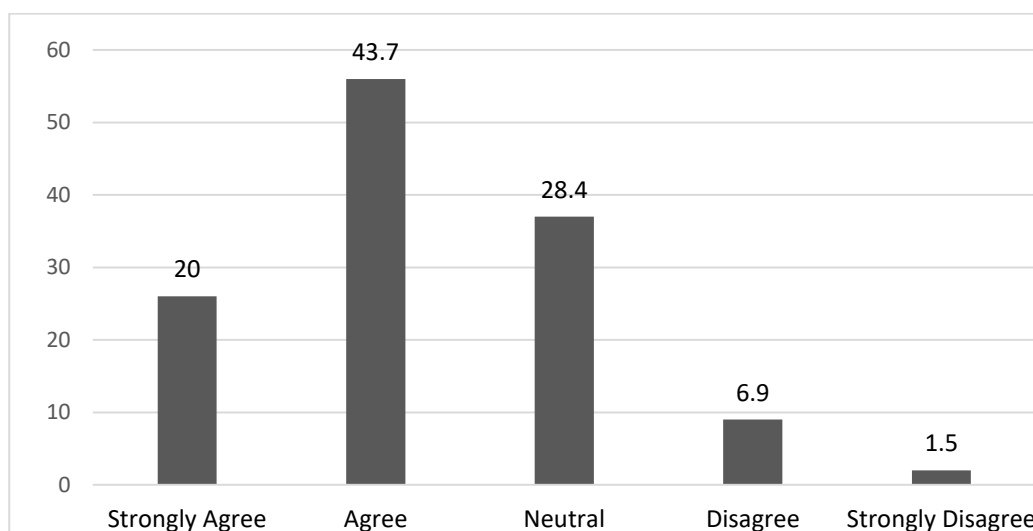


Chart 4.1.19: Chart representing comfortable in giving my card details for online transaction if the site is secured

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 20%, Agree is 43.7%, Neutral is 28.4%, Disagree is 6.9% and Strongly Disagree is 1.5%.

INFERENCE

Majority (43.7%) of the respondents are agreed to give details for online transaction.

Table 4.1.20 Table showing the Shopping on Mobile based platform is secured as traditional shopping

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	22	16.9
2.	Agree	51	39.2
3.	Neutral	43	33.7
4.	Disagree	11	8.4
5.	Strongly Disagree	3	2.3
Total		130	100

Source: Primary data.

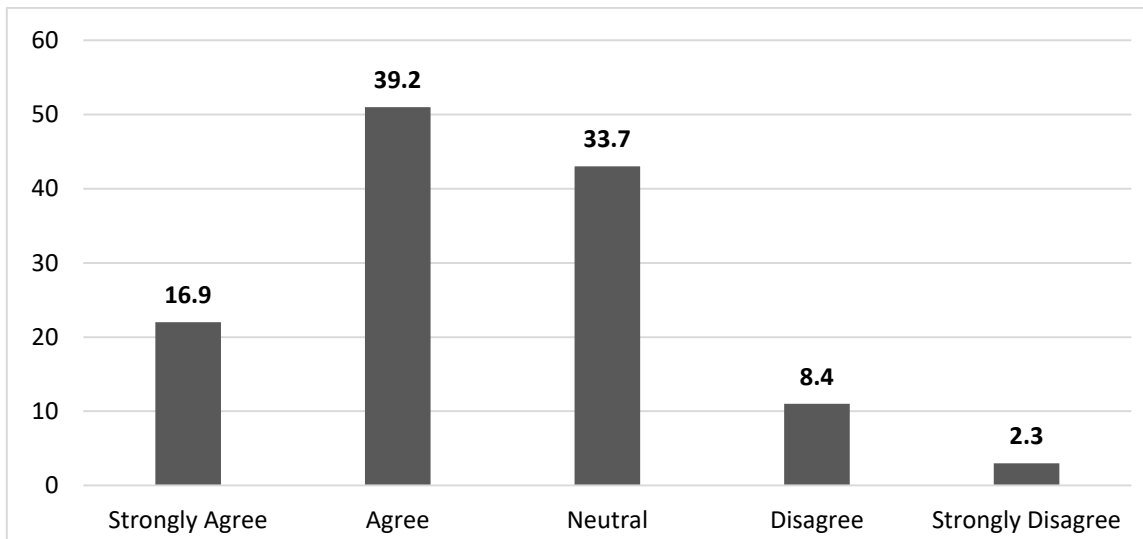


Chart 4.1.20: Chart representing the Shopping on Mobile based platform is secured as traditional shopping

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 16.9%, Agree is 39.2%, Neutral is 33.7%, Disagree is 8.4% and Strongly Disagree is 2.3%.

INFERENCE

Majority (39.2%) of the respondents are agreed mobile shopping platform is secured.

Table 4.1.21: Table showing that trustable in getting products through non trackable online platform like buying in WhatsApp, Instagram etc.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	12	9.2
2.	Agree	58	44.6
3.	Neutral	35	26.9
4.	Disagree	11	8.4
5.	Strongly Disagree	14	10.7
Total		130	100

Source: Primary data.

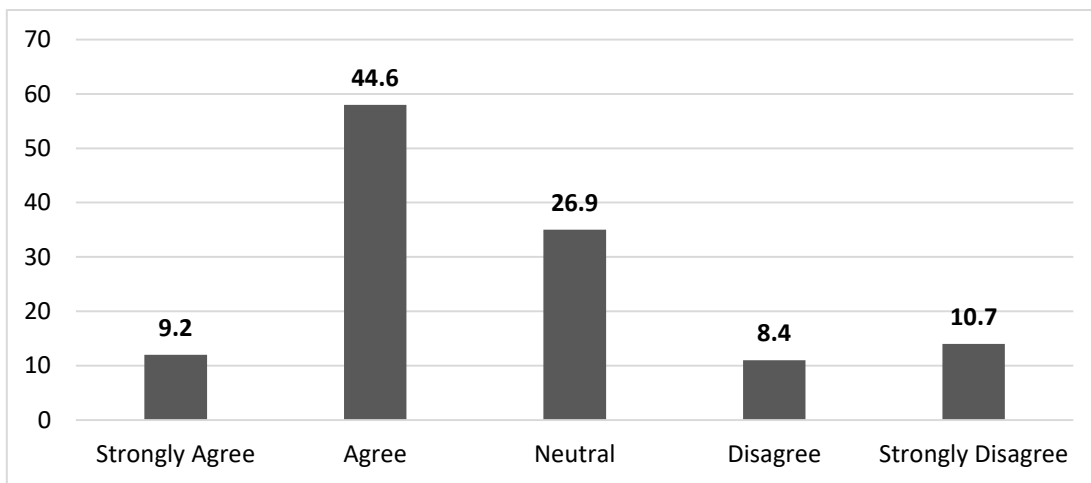


Chart 4.1.21: Chart representing that trustable in getting products through non trackable online platform like buying in WhatsApp, Instagram etc.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 9.2%, Agree is 44.6%, Neutral is 26.9%, Disagree is 8.4% and Strongly Disagree is 10.7%.

INFERENCE

Majority (44.6%) of the respondents are agreed to buy from non-trackable online platform like WhatsApp and Instagram etc.

Table 4.1.22 Table showing that it's safe on purchasing from mobile advertisements

S NO	Particulars	No. of Respondents	Percentage
1.	Yes	96	73.8
2.	No	34	26.2
Total		130	100

Source: Primary data.

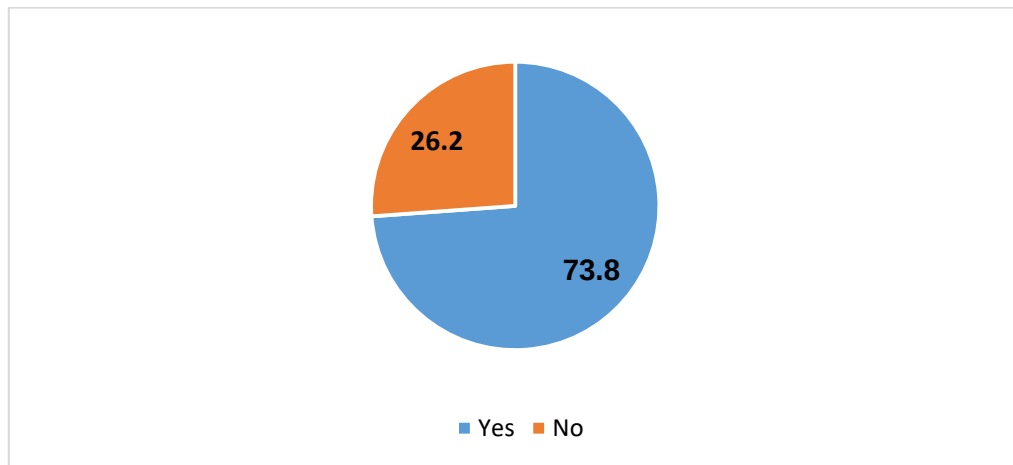


Chart 4.1.22: Chart representing that it's safe on purchasing from mobile advertisements

INTERPRETATION

From the above table 73.8% of the respondents have accepted that purchasing from mobile advertisements are quite safe and remaining 26.2% peoples are not accepted.

INFERENCE

Majority (73.8%) of the respondents are accepted of Mobile marketing.

Table 4.1.23 Table showing online platform in buying products anonymously

S NO	Particulars	No. of Respondents	Percentage
1.	Yes	107	82.3
2.	No	23	17.7
Total		130	100

Source: Primary data.

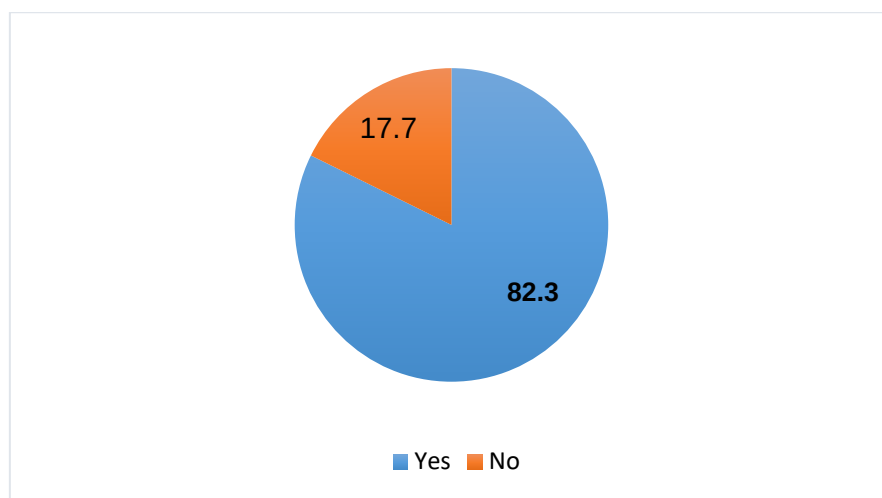


Chart 4.1.23: Chart representing online platform in buying products anonymously

INTERPRETATION

From the above table 82.3% of the respondents have accepted that buying anonymously products from online platform and remaining 17.7% peoples are not accepted.

INFERENCE

Majority (82.3%) of the respondents are accepted in buying products anonymously from online products

4.2 CHI-SQUARE

Null Hypothesis (H0) – There is no significant relationship between Are you aware of Mobile marketing and I am likely to buy products that are promoted by mobile marketing.

Alternative Hypothesis (H1) - There is significant relationship between Are you aware of Mobile marketing and I am likely to buy products that are promoted by mobile marketing.

Table 4.2.1: Table showing the Cross tabulation are aware of mobile Marketing and likely to buy products that are promoted by mobile marketing

		I am likely to buy products that are promoted by mobile marketing]					Total
		Agree	Disagree	Neutral	Strongly agree	Strongly disagree	
Are you aware of mobile Marketing Total	No	6	2	9	2	1	20
	Yes	49	9	30	22	0	110
		55	11	39	24	1	130

Table 4.2.2: Table showing the Chi-Square Tests are aware of mobile Marketing and likely to buy products that are promoted by mobile marketing

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.102 ^a	4	.059
Likelihood Ratio	7.382	4	.117
Linear-by-Linear Association	.857	1	.355
N of Valid Cases	130		

4 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

INTERPRETATION

Since p value is greater than 0.05, we accept the Null hypothesis and rejects the Alter hypothesis. Therefore, there is a significant relationship between Are you aware of Mobile marketing and I am likely to buy products that are promoted by mobile marketing.

4.3 CORREALATION

Table 4.3.1: Table showing the relationship between Advertisements through mobile have a positive influence on my purchase decision and Mobile Marketing is a trustable source for advertising

		Advertisement through mobile have a positive influence on my purchase decision]	Do you think Mobile Marketing is a trustable source for advertising
To identify youngster's influence in mobile advertisements [Advertisement through mobile have a positive influence on my purchase decision]	Pearson Correlation Sig. (2-tailed) N	1 130	.357** .000 130
To identify youngster's influence in mobile advertisements [Do you think Mobile Marketing is a trustable source for advertising]	Pearson Correlation Sig. (2-tailed) N	.357** .000 130	1 130

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data.

INTERPRETATION

Pearson correlation value is 0.357. So, it is positive correlation. Hence there is positive correlation between Advertisements through mobile have a positive influence on my purchase decision and do you think Mobile Marketing is a trustable source for advertising.

Table 4.3.1: Table showing the Correlation between its safe on purchasing from mobile advertisements and online platform in buying products anonymously

Correlations			
		Do you find it safe on purchasing from mobile advertisements	I feel online platform in buying products anonymously
Do you find it safe on purchasing from mobile advertisements	Pearson Correlation	1	.550**
	Sig. (2-tailed)		.000
	N	130	130
I feel online platform in buying products anonymously	Pearson Correlation	.550**	1
	Sig. (2-tailed)	.000	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data.

INTERPRETATION

Pearson Correlation value is 0.550. So, it is positive correlation. Hence there is positive correlation between Do you find it safe on purchasing from mobile advertisements and I feel online platform in buying products anonymously.

4.5 ANOVA

Null Hypothesis (H0) – There is no statistical significant difference between Do you find it safe on purchasing from mobile advertisements and I feel online platform in buying products anonymously

Alternative Hypothesis (H1) – There is a statistical significant difference between Do you find it safe on purchasing from mobile advertisements and I feel online platform in buying products anonymously

Table 4.5.1: The table showing the Descriptive relationship between its safe on purchasing from mobile advertisements and online platform in buying products anonymously
Descriptive

Gender.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
No	23	1.78	.422	.088	1.60	1.96	1	2
Yes	107	1.78	.419	.041	1.70	1.86	1	2
Total	130	1.78	.418	.037	1.70	1.85	1	2

Table 4.4.2: The table showing the ANOVA relationship between its safe on purchasing from mobile advertisements and online platform in buying products anonymously
ANOVA

Gender.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.001	1	.001	.005	.943
Within Groups	22.530	128	.176		
Total	22.531	129			

Source: Primary data.

INTERPRETATION:

Significance level is 0.943, where p is greater than 0.05, therefore there is no statistical significant difference between Do you find it safe on purchasing from mobile advertisements and I feel online platform in buying products anonymously

CHAPTER 5

5.1 FINDINGS

- Majority of the respondents (77.7%) are Male.
- Majority of the respondents (75.4%) are fall in the age category of 18 - 25 years.
- Majority of the respondents (48.5%) was a Bachelor's Degree.
- Majority of the respondents (42.3%) are Employment.
- Majority of the respondents (84.6%) are aware of Mobile marketing.
- Majority of the respondents (90%) are spending most of their time in mobile.
- Majority of the respondents (61.5%) are 2 to 6 hours.
- Majority of the respondents (52.3%) are strongly agree that mobile marketing an effective promotional tool.
- Majority of the respondents (58.4%) are agree that thinking Mobile Marketing is a trustable source for advertising.
- Majority of the respondents (42.3%) are agree satisfaction of information provided over mobile ad.
- Majority of the respondents are agreed that advertisement through mobile marketing have a positive influence on my purchasing decision.
- Majority of the respondents (80.8%) are food advertisement which influenced the most.
- Majority of the respondents (43.7%) are agree that I feel mobile advertising helps to raise our standard of living.
- Majority of the respondents (53.8%) are I feel mobile advertising helps me to find product and service that match my personality and interest.
- Majority of the respondents (53.8%) are agree that Mobile advertising helps for better purchasing decision.
- Majority of the respondents (46.1%) are neutral that I prefer to use online platform to purchase product of my choice than buying offline
- Majority of the respondents (47.6%) are agree that I would probably buy products or services with Mobile phone advertisement

- Majority of the respondents (42.3%) are agree that I am likely to buy products that are promoted by mobile marketing.
- Majority of the respondents (43.7%) are agree that I feel comfortable in giving my card details for online transaction if the site is secured
- Majority of the respondents (39.2%) are agree the Shopping on Mobile based platform is secured as traditional shopping.
- Majority of the respondents (44.6%) are agree I feel trustable in getting products through non trackable online platform like buying in WhatsApp, Instagram etc.
- Majority of the respondents (73.8%) has said yes that find it safe on purchasing from mobile advertisement.
- Majority of the respondents (82.3%) are has said yes that they feel online platform in buying products anonymously.

5.2 SUGGESTION

- The customers are really trusting the brand advertises through mobile marketing and this can be a fascinating way to impress the customers than the traditional approach.
- Advertisements are the only window through which the customers know about the product so advertisement should be far reachable and easily accessible and mobile marketing is the future of advertisements
- Concentrate more on the trust issue which few customers still have is due to lack of security, flexibility in payment method and with product traceability feature.
- The reach of mobile marketing and trust is more among youngsters now, so the future is assured that mobile marketing plays a vital role in advertisements.

5.3 CONCLUSION

Now a day's business is so faster and the time to market is much challenging in any product or services and the only way to achieve the faster medium to bring the product to the market or to the customers is through advertisement through mobile marketing strategies and this paves the way for any business to spread easily to much larger audience and particularly youngsters of this generation so moving forward the Brand will sustain in the future once the product or service is reachable to younger generation So, Mobile marketing plays a vital role in deciding the healthy and also the best strategy of advertising any product.

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APPENDIX – I (Questionnaire)

1) Gender.

- ☐ Male
- ☐ Female

2) Age

- ☐ 18 to 25
- ☐ 25 to 35
- ☐ 35 to 45
- ☐ 45 & above

3) Educational qualification.

- ☐ High school
- ☐ Diploma
- ☐ Bachelor's degree
- ☐ Master's degree

4) Select your employment status.

- ☐ Employed
- ☐ Self employed
- ☐ Student

5) Are you aware of mobile Marketing

- ☐ Yes
- ☐ No

6) I spend most of my leisure timing in

- Mobile
- Laptop/Desktop
- Newspapers/Books/Articles

7) What is the Average time you spend the most in a day on mobile

- None
- 0 to 2 hours
- 2 to 6 hours
- 6 to 12 hours
- More than 12 hours

To identify youngster's influence in mobile advertisements

8) Is mobile marketing an effective promotional tool

YES

NO

9) Do you think Mobile Marketing is a trustable source for advertising

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

10) Satisfaction of information provided over mobile ads

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

11) Advertisement which influenced you the most

- Food
- Clothing
- Groceries
- Essential services

12) Advertisement through mobile have a positive influence on my purchase decision

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

Consumer attitudes towards mobile marketing

13) I feel mobile advertising helps to raise our standard of living

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

14) I feel mobile advertising helps me to find product and service that match my personality and interest

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

15) Mobile advertising helps for better purchasing decision

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

To determine the purchase intention of products and service by mobile advertisement

16) I prefer to use online platform to purchase product of my choice than buying offline

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

17) I would probably buy products or services with Mobile phone advertisements

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

18) I am likely to buy products that are promoted by mobile marketing

- Strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

To know the risk factors and privacy issues in mobile advertisements

19) Do you find it safe on purchasing from mobile advertisements

YES

NO

20) I feel comfortable in giving my card details for online transaction if the site is secured

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ strongly disagree

21) Shopping on Mobile based platform is secured as traditional shopping.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ strongly disagree

22) I feel trustable in getting products through non trackable online platform like buying in WhatsApp, Instagram etc.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ strongly disagree

23) I feel online platform in buying products anonymously

- ☐ Yes
- ☐ No

APPENDIX – II (Article)

A study on effect of mobile marketing among youngster in Chennai

S PRASANTH, KAVITHA RAJAYOGAN

Student, Sathyabama Institute of science and technology, Chennai.

Assistant Professor, Sathyabama Institute of science and technology, Chennai.

E-mail: prasanthrko4@gmail.com kavitha2984@gmail.com

ABSTRACT

The Project explains the influence of mobile marketing and its effect among the youngsters in Chennai. The use of mobile phones in youngsters has opened the door of opportunities for marketers to plug their product easily using mobile phones. Youngsters feel attracted towards the mobile marketing and they are more conscious about knowing all the trends and technology and accepting them in their daily lives. This is thanks to the rationale that they get to understand about each product and services on their phones via sms, emails, various apps, etc. The acceptance of mobile phones by people has created the necessity for understanding the trends of mobile marketing. Youngsters are wanting to know more and more about newly launch product and services. Mobile which is a very personal device is helping them a lot in knowing all about the developments and the popularity of mobile phones has resulted in mobile-based advertising and promotions that mainly target the youth. Today youngsters are ready to find about everything in only one click by using their mobile devices. The study helps in knowing different perspectives of kids towards mobile marketing.

Keywords: Mobile Marketing, Effective of mobile marketing, Youngster awareness of mobile marketing.

INTRODUCTION

Organizations today work in a constantly changing environment with high competition and new technologies have further helped to better reach consumers with regards to the frequency and impact of advertising. One of the new ways to succeed in target audiences in today's world is mobile marketing. Mobile marketing is defined because

the use of the mobile medium (e.g. mobile phones) as a means of marketing communications. Since teenagers and young adults are faster adopting it, mobile advertising seems have a bright future, but the extent of acceptance by consumer still remain unclear due to various hurdles, including feelings of intrusiveness and privacy concerns. Although Variety of firms are using mobile advertising for his or her products, there still are several issues that remain to be addressed. Again many researches are conducted within the context of western countries while this current study is conducted for Indian consumer.

REVIEW OF LITERATURE

Dr. K. Girija (2016) - Mobile phone has been 'one of the most noticeable social changes to happen over the last ten years'. Certainly, use of mobile phones has risen rapidly with improvements in handheld technology and reception, and with convergence of video, data and audio services within the one device. After high penetration of the web, mobile broadband subscription rate also increased dramatically. So this study tries to understand the notice and perception of kids about the mobile marketing. This study has conducted in Tiruchengode with 100 respondents. Those marketers who create a full mobile experience for his or her consumers-with apps, optimized mobile sites mobile loyalty programs, employing targeting like location, allowing sales on mobile devices etc. are really experiencing the facility of mobile along the acquisition funnel

Arpit Jain Mr. Abhinav Chaudhary (2015) - Mobile Marketing is emerging function of marketing. Today marketers want to stay connected with their customers 'always. As lifestyle of consumers is changing importance of traditional mediums like TV, Radio is decreasing and newer mediums like mobile, internet etc. is gaining importance. Since mobile may be a personalized device which a customer keeps with him always; when he's resting when he's travelling, when he's going out with friends and family etc. So marketers can stay in-tuned with their customers whenever. Nielson survey demonstrate that buyers are increasingly gaining trust within the credibility of mobile messages. Market in fine-tuning their product, pricing and promotional strategies accordingly.

Mohammad Kashif (2015) - The paper aims to understand how mobile marketing has affected the lifestyle of youngsters. It is based on the secondary data, and it explores different articles published on mobile marketing and its impact. The youths are responsible in family economies for making agile decision. The businesses got to adhere their marketing efforts to stay up with the advance in technology because the age of mobile has already arrived. The data for the phones among Indian youth shows how important mobile marketing is. The problem with it's that India remains developing country.

K.R Shabhu, Aathira Nandakumar and Aswathi Nandakumar (2016) - Marketing with the help of mobile phones will help the brand managers to communicate with the customers through SMS, MMS and other available services. Considering the very fact that today's youngsters are tomorrow's consumers, there's a requirement to organize youngsters to think about different consumption patterns. Consumers are the king of the market then the producers are expected to run after the consumers for selling their products. It is essential to ascertain that the knowledge that's conveyed to the consumers are worthwhile. Consumer should not be exploited by the producers.

OBJECTIVES OF THE STUDY

- To study and understand the effect of Mobile advertising and Marketing among the youngster in Chennai
- To identify youngster's influence in mobile advertisements
- To know the risk factors and privacy issues in mobile advertisement

RESEARCH METHODOLOGY

The research design stands for advance planning of the tactic to be adopted for collection the relevant data and therefore the before the techniques to be utilized in adopted for collecting the relevant data and the techniques to be utilized in analysis, keeping the view the objectives of the research and availability time. The Research Design undertaken for the study is Descriptive Research Design.

PERCENTAGE ANALYSIS

S. No	Particulars	No. of Respondents	Percentage
1.	Gender of the respondents		
	Male	101	77.7
	Female	29	22.3
	Total	130	100
2.	Education qualification		
	High School	6	4.6
	Diploma	11	8.5
	Bachelor's degree	63	48.5
	Master's degree	50	38.5
	Total	130	100
3.	Average time spent on during users leisure time		
	Mobile	117	90
	Laptop/Desktop	86	66.2
	Newspaper/book/Articles	14	10.8
	Total	130	100
4.	Average time on a day on mobile		
	None	1	0.8
	0 to 2 hours	13	10
	2 to 6 hours	80	61.5
	6 to 12 hours	33	25.4
	More than 12 hours	3	2.3
	Total	130	100

RESULTS AND DISCUSSIONS

CHI-SQUARE

The table showing the relationship between are aware of mobile Marketing and likely to buy products that are promoted by mobile marketing

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.102 ^a	4	.059
Likelihood Ratio	7.382	4	.117
Linear-by-Linear Association	.857	1	.355
N of Valid Cases	130		

There is a significant relationship between Are you aware of mobile Marketing and I am likely to buy products that are promoted by mobile marketing websites with the satisfaction towards

CORREALATION

Table showing the relationship between Advertisements through mobile have a positive influence on my purchase decision and do you think Mobile Marketing is a trustable source for advertising

		Advertisement through mobile have a positive influence on my purchase decision	Do you think Mobile Marketing is a trustable source for advertising
To identify youngster's influence in mobile advertisements	Pearson Correlation	1	.357**
[Advertisement through mobile have a positive influence on my purchase decision]	Sig. (2-tailed)		.000
	N	130	130
To identify youngster's influence in mobile advertisements [Do you think Mobile Marketing is a trustable source for advertising]	Pearson Correlation	.357**	1
	Sig. (2-tailed)	.000	
	N	130	130

Pearson correlation value is 0.357. So, it is positive correlation. Hence there is positive correlation between Advertisements through mobile have a positive influence on my purchase decision and do you think Mobile Marketing is a trustable source for advertising.

CONCLUSION

Now a day's business is so faster and the time to market is much challenging in any product or services and the only way to achieve the faster medium to bring the product to the market or to the customers is through advertisement through mobile marketing strategies and this paves the way for any business to spread easily to much larger audience and particularly youngsters of this generation so moving forward the Brand will sustain in the future once the product or service is reachable to younger generation.

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