

EFFECT OF MOBILE MARKETING ON YOUNGSTERS

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ABSTRACT

Mobile phone technology has transmuted our life a lot in the past years. It has become the most dynamic tool for communication due to its quasi universality. This technological contrivance has aroused the interest of marketers and gave birth to mobile marketing. Mobile marketing is the art of marketing the products or services through sms (short message service), email etc. It helps to reach the customers with ease and provide them with all personalized and location sensitive information.

The acclimatisation of cell phones has been a global phenomenon. Thus considering the fact that youths are tomorrow's customers this is need of hour to empower them with easy access to the market with clear idea about the products so that they can germinate the ability to single out among various lines of business.

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.

KEYWORDS: Mobile marketing, Youngster

INTRODUCTION

The massive portion of Indian populace is youth. As stated by a state of the urban youth, every third person in India is youth and it is going to be youngest country by 2020. In redbrick era, they have procuring potential and are becoming decision makers at a primordial age. The way they look towards life, values and other things make them different from older generations. The adaptation of mobile phone by young generation has created the opportune for the seller star to

use this means for their business and to remain competitive. In telecom industry India stands at the second position enviroing the globe with a benefactor base of 1.05 billion. We are living in a sphere where mobile phones are playing vital. The reducing data cost and increase in mobile phone perforation has attracted a lot to the seller star. The mobility has opened the door for setting pristine marketing channels through SMS(Short Message Servicing), email, etc. Cell phone has gained more importance than huge personality statement and keeps up with other notice me products like pen, watch etc. This kind of rapid switch has let the businesses to agnise the value of cell phones and its effectiveness in day to day commerce.

The way of discharging marketing has changed in 21st century. Mobile phones have become the new source for direct marketing that costume direct asses to vendee. In India 58% of the marketers consider mobile as a very important channel while 47% says it has proven to be a very effective marketing channel (Mobile Marketing Association). Mobile marketing is a multitude tunnel through which marketers vend their product or services through mobile or smartphones. It also consists of ads that can emerge on the smartphones. It empowers advertisers to reach the targeted audience immediately with fewer budgets. The epoch of wireless marketing has arrived with greater scope as the youths are fast adopting the changes in technology.

LITERATURE REVIEW

Half of the Indian population is under the age of 25 and two-third is less than 35. The executives of different companies will go along with the statement of Abdul Khan, Tata Teleservices i.e., their focus is on youth. It has become more challenging and essential to reach the youth buyer.

“This age group is open to risk and is willing to try anything and , as a result, marketers are willing to try innovative strategies,” said Ashish Dikshit, president, Madura Garments, a division of Aditya Birla Nuvo Ltd, at India launch of Esprit Holdings Ltd’s youth brand, EDC, in October. He used the term trysumers for the youth because they are ready to try new product. The marketer’s main targets are youngster because of their increasing buying behaviour. Philips Electronics India Ltd is renaming its lifestyle unit according to the requirements of youths who are employed. Even opulence brands are becoming youth centered. Marketers are adopting the new techniques so that they can attract more youth towards their brand by using digital platform which is youth friendly. According to the president of IAMAI it is the youngsters who are primal

adopters of cell phones and internet. As compared to mobile phone they use less of newspaper and television. Thus the most novel medium to reach the youth is mobile phones.

Graphical representation of some of the facts:

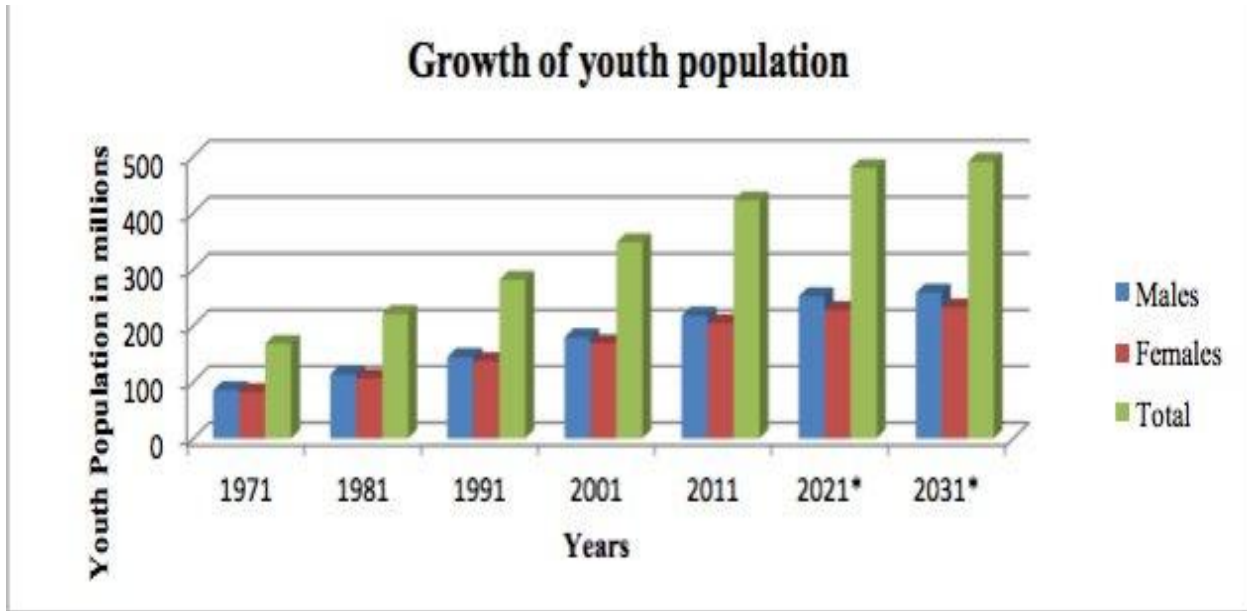


FIG 1.1: This chart depicts the growth in the population of Indian youth

Age-group break-up of smartphone mobile internet user base in India

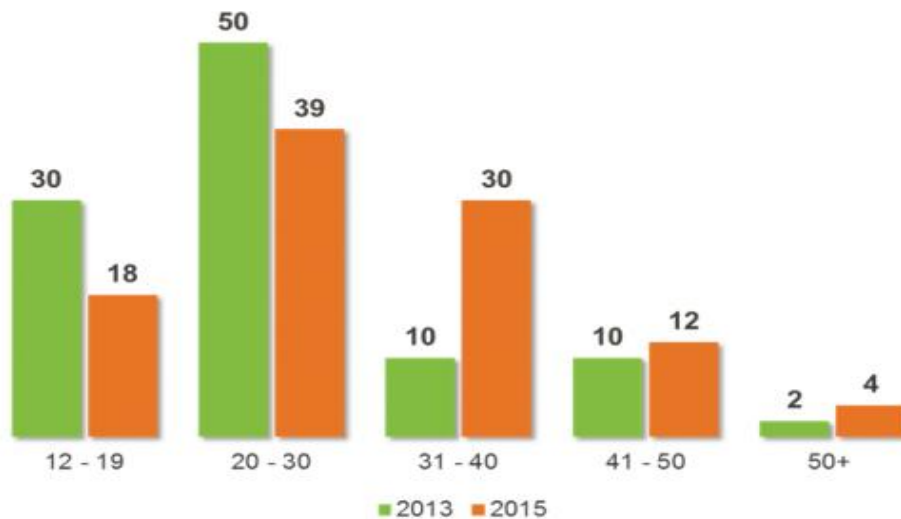


FIG 1.2: This chart depicts the penetration of mobile internet use among various age groups in India

OBJECTIVE

Entire world has been reconstructed into a global suburb. In order to survive in the competitive environment the marketers need to be flexible. Generation Y are selective and are more dynamic as compared to Generation X. The role of mobile phones in their life made the marketers to create new channel to communicate with young customers. This paper aims to depict the impact of mobile marketing on youngsters.

KEY FINDINGS

1. Mobile marketing has proven to be an effective tool to the youths because-
 - They find it convenient and easy to shop.
 - Access the variety of product just by one click.
 - Compatibility of mobile phones attracted them most.
2. Youngsters concede the advertisement and like to shop by looking over the features and schemes.
3. It is gaining importance as it helps them to save their precious time and make them aware of the market.
4. The youth prefer mobile marketing mostly for buying fashion accessories, tickets and entertainment.
5. They are ready to shop online if the brand is good.
6. They convey the message like offers, collection available etc. to others even though if they are not frequent buyers. Thus helps in increasing the customers.
7. Youth remains in touch with the market even if they do not visit.
8. Youth want more innovation in mobile app so that they can use it in future.
9. Some of them do not use because they cannot rely on them in terms of privacy and security.
10. Some of them still prefer traditional way of shopping.
11. The youth read the message but do not reckon on them because they think that there is always some constraints are applicable which are not disclosed.
12. For rural youths it is not that much effective because-
 - They are not educated.
 - They are aware of mobile marketing.

- They are technologically backward.

13. It helps in providing the employment to the youths especially to those who have done engineering.

LIMITATION OF THE STUDY

- The study is restricted to Indian youth only.
- The study is based on secondary data.

CONCLUSION

To conclude, the mobile marketing has come out as one of the fastest diffusing intermediate fueling with “young mobile culture”. 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 dote for the phones among Indian youth shows how important mobile marketing is. The problem with it is that India is still developing country. As the result the pallet of mobile marketing in rural area is less compared to urban because they are still lacking behind in technological advancement. In order to grow mobile marketing there is call to bump up the standard of mobile services and grab the heed of the youth so that the marketers can earn loyal whoremaster.

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