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A STUDY ON CUSTOMER ATTITUDE TOWARDS ONLINE MARKETING AT PRESENT SCENARIO

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ABSTRACT

India has experienced an unexpected surge in market demand. In addition, the altered business environment is attracting more domestic and foreign players to the country. The initial success of 'Make in India' suggests an overflowing market. with both domestic and international goods, The Indian economy has remained stable, despite a GDP growth of 7.5 percent is expected this year. As a result, businesses are forced to rely on multiple channels of communication with the consumer. Customers develop a negative attitude toward traditional advertising as well. Everyone uses other traditional promotional methods, but eliciting a response is difficult. As a result, they look for alternatives to attract customers. Marketers now have a plethora of options thanks to the advancement of technology. Because of the interactive nature of the internet, internet advertising has grown in popularity. Customers also found it to be informative and trustworthy. However, in an emerging market like India, internet penetration in the rural market is very low, so internet advertising is insufficient to attract consumers. Another option that was widely used around the world was mobile advertising.

KEYWORDS: Customer Attitude, Mobile Marketing, Communications, Online Marketing

INTRODUCTION

With smart chips, the digital revolution has made life smarter. In addition, there is a constant push for economic deregulation. More people in the country are now fortunate to live in a near-free market environment in which buyers have the freedom to choose what they buy and companies have the freedom to decide what they make and sell. These sources induced new consumer behaviours and challenges. Customers now expect higher levels of quality, service, and customization. There are few differences between products, and customer loyalty is declining. Customers can make informed purchases thanks to free access to product information provided by the Internet and other related

sources. Modern consumers also benefit from a broader range of product options. According to Zyman, S., and Brott, A. (2002), consumers are now exposed to a diverse range of products and services as a result of a significant shift in the marketplace. As a result, the customer has clearly become the marketing.

Today, the companies face intense competition from both domestic and foreign players, resulting in rising promotion costs at the expense of shrinking profit margins. They are also competing with powerful retailers who have limited shelf space. Alternatively, retailers are also suffering from oversaturation. Aside from that, organised retailing is eroding the market for small retailers. These shrinking profits, combined with stiff market competition, have prompted marketers to consider novel marketing approaches.

Mobile phone mobility also ensures that communication reaches the intended recipient at any time. Countries all over the world are now using mobile to promote their products to their target customers. because mobile phones have a high penetration rate, they serve as an advertisement medium that customers carry with them anywhere and at any time, and thus mobile phones have a high potential for delivering advertisements.

Trends in Mobile

In recent years, various segments of society have widely accepted mobile commerce. The growth of M Commerce can be attributed to the emergence of technology as well as advancements in demography, which have influenced various aspects of socio-cultural behaviour in the world today. Mobile Commerce is propelled forward by a desire for mobility. Mobile commerce first appeared in Finland in 1997, when Coca Cola installed two mobile phone-enabled vending machines. Customers can make payments to vending machines via SMS text messages. The same year, Finland saw the launch of an M-Commerce-based banking service.

Types of Mobile Marketing

Mobile marketing is an unusual marketing solution. It has evolved into a critical channel for marketers. According to a report published by First Partner Ltd. (a research and marketing firm), the term mobile marketing refers to a variety of formats that initiate an interaction between the target audience and a company's campaign via their mobile phones.

Messaging-based mobile marketing: SMS and MMS-based mobile marketing

- a) Browser-based: In this case, marketing is done using the internet on mobile devices for advertisement.
- b) Voice - based: In this case, voice mail is supplemented with a message.
- c) Location - based: Some businesses use this as a convenient way to reach out to customers one - on - one. This study is only interested in the Messaging-based format of mobile marketing, not the others.

i.e. to be specific advertisements sent via SMS.

Mobile Telecommunications

Over the last few years, India's telecommunications sector has undergone tremendous transformation. Prior to liberalisation, the government had complete control over all forms of communication, including voice and data; short and long distance; and domestic and international. The Indian Telegraph Act of 1885 gave the government authority, which it exercised through the Department of Telecom (DOT), later renamed BSNL, MTNL, and VSNL. However, with the economy expanding, it was discovered that telecommunications were becoming a bottleneck. Until 1990, there were only 0.8 telephones per 100 people; of the total 5,76,000 villages, only 1,40,000 had a phone connection, which was almost always in repair, and the waiting time for a new connection was seven to eight years. The taxation rate also, very high. The increased level of economic activity in the post-liberalization era resulted in a sudden increase in telephone traffic, resulting in a scarcity of line and exchange capacity, resulting in squeezed lines, especially during peak hours. The rise of the Internet exposed India's critical shortcomings in telecommunications in general, and bandwidth in particular.

Even though content, display, and other mobile marketing channels are the most popular among businesses, SMS advertising remains important in India.

The Various Channels Usage in Table No. 1

Channel	2020
Display	69%
Social Marketing	49%
Content	35%
Search	31%
SMS Marketing	28%
App Development	26%
Coupons or Discounts	19%
Loyalty Schemes	13%

Source: MMA2015 report

Companies such as Affle India, Webaroo Technology India, Flytxt, Netcore Solutions, and Vakow Technologies, as well as hundreds of Mobile Value-Added Services (VAS) companies, develop innovative mobile features and inform advertisers about new technology in order to provide platforms to advertisers who target the growing mobile user base (Kumar, Sathish, 2011).

REVIEW OF LITERATURE

Zanjankhah, Z. S et al (2015). A study of Iranian consumers revealed that they have a positive attitude toward mobile advertising and advertising in general. In order to gain a positive attitude, it is recommended that prior permission be obtained before sending promotional messages to consumers' mobile phones. It is also suggested that consumers have a generally negative attitude toward mobile advertising.

Hair, Jr. (2013). In their study in Andhra Pradesh, India, they concluded that consumers have a positive attitude toward mobile advertising when their preferences are considered, but they also believed that consumers had a negative attitude toward mobile advertising. However, when used correctly, it has a positive effect. It has been observed that consumer attitudes toward mobile advertising are negative among the youth. However, the same study revealed that if mobile advertising is used in a genuine way, attitudes can be changed, implying that consumer attitudes toward mobile advertising are negative.

Maheshwari et al. (2012). It was discovered that mobile users have moderate attitudes toward mobile advertising. According to the study, even though they do not have positive emotions, a large number of them stated that mobile advertising has assisted them in gathering product information. Their study proved that consumer attitude toward mobile advertising is positive.

Kumari, N. (2011). The research will show that amusing and entertaining advertising content has a positive relationship with consumer attitudes. They also discovered that they differ based on education status, and income status. A recent study conducted in Bangladesh proposed that entertainment has a significant positive influence on consumer attitudes toward mobile advertising.

Objectives

- To find out the customer attitude towards online marketing in present scenario
- To identified the mobile online marketing in the present study

RESULTS OF THE STUDY

Table No. 2 Longevity of Use Mobile Phones

Particulars	Frequency	Percentage
1-5	93	15
5-10	237	38.1
10-15	284	45.7
15 years and above	8	1.3
Total	622	100

Source: Secondary data

The above Table no. 2, portrays that 45.7% of the sample studied have been using mobile phone for 5 to 7 years, while 38.1% have a longevity of usage between 3 to 5 years. The respondents having longevity between 1 – 3 years is 15% while the least number of respondents (1.3%) is having longevity above 7 years. It can be concluded that most of the respondents have a moderate to high longevity which depicts that they have the same level of exposure to mobile advertisements.

Table No. 3 Mobile Phone Connections Currently Used

Particulars	Frequency	Percentage
Airtel	266	42.8
Reliance	28	4.5
Vodafone	59	9.5
Idea	8	1.3
BSNL	261	42
Total	622	100

Source: Secondary data

From the above Table no.3, it is noticed that BSNL is used by 42.8% of respondents while Idea is used by 42% of the respondents. It is also noticed that the respondents possessing Airtel are 4.5%, Vodafone 9.5% and Reliance 8%. Among the sample studied there was no one with a TATA Docomo or any other connection.

CONCLUSIONS

Consumer behaviour is never predictable. Consumer behaviour varies in response to changes in consumer attitude, which is one of the determinants of consumer behaviour. The current study investigates the impact of informativeness, entertainment, credibility, irritability, permission, privacy, and incentives in mobile marketing on consumer attitudes. The connection between consumer attitude and behaviour was also investigated. The presence of this study can be used to manipulate attributes of mobile messages in order to improve consumer attitudes toward mobile advertising and thus ensure favourable consumer behaviour.

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