

A Review of the Effect of Mobile Marketing on Youngsters

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ABSTRACT

This article discusses the effect of mobile marketing on youngsters. The number of opportunities for marketers to use mobile phones to advertise their products has increased as more young people use them. Understanding the trends in mobile marketing has become necessary as a result of people's acceptance of mobile phones. Youngsters are curious to learn more about recently launched products and services. Young people are drawn to mobile marketing because of the advancements in technology and their awareness of current trends. Today's youth can use their mobile devices to explore everything with just one click. This article aids in understanding the different perspectives held by youngsters on Smartphone advertising. This article examines the impact of mobile marketing on the younger demographic. With the widespread use of mobile phones among youth, marketers have discovered a growing number of ways to promote their products. The increasing popularity of mobile phones necessitates an understanding of mobile marketing trends. Young people, motivated by a desire to learn about new products and services, are especially receptive to mobile marketing. The allure of technological advancements, combined with awareness of current trends, drives youth engagement with mobile marketing. Today's youth can easily explore a plethora of options with a single click on their mobile devices. This article contributes to understanding the various perspectives that young people have on smartphone advertising. This article examines the impact of mobile marketing on youth in order to shed light on the changing dynamics of consumer behaviour in the digital age. By investigating the intersection of technology and marketing, it hopes to provide insights into effective strategies for engaging with the mobile-savvy younger generation.

Keywords: Mobile Marketing, Youngsters, Mobile Advertisements, Effect of Mobile Marketing, Effect of Mobile on Consumers

INTRODUCTION

Marketing via SMS (short message service), email and other mobile channels is known as mobile marketing. It makes it easier to approach customers and give them all the individualised and location-sensitive information (Du Plessis, 2010). Cell phones have become ubiquitous on a global scale. Mobile marketing has benefits including a broad audience, low cost, high retention and flexibility (Edward et al., 2022). Because consumers constantly have their phones with them, advertisers can practically in connect with mobile phone users whenever & wherever they are, higher still than online. It enables advertisers to quickly reach the desired audience with smaller budgets. Many young people's lives today rely on their mobile

phones. (Sethi & Singh, 2017). Mobile marketers are aware that they can reach young people whenever they want. According to the uses and gratification hypothesis, which assumes that media audiences are engaged, aim for goal-directed fulfilment, make their own media choices and that media sources compete with one another for audience satisfaction after consumption, is referenced by many studies looking into why young people quickly adopted cell phones (Edward et al., 2022). As young people quickly adopt new technologies, the era of mobile marketing has arrived with increasing scope. The use of mobile platforms for marketing also comes with a number of restrictions and difficulties, including the small screen size, constrained bandwidth, diversity of device types, limited audio-visual capabilities, issues

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with peoples trust, authorisation policies, and perceived privacy invasion (Pandey & Khan, n.d.). Because of this, marketers view mobile as an alternative or supplement to their conventional marketing communication techniques.

REVIEW OF LITERATURE

What is Mobile Marketing?

Smartphone advertising is the utilisation of mobile media, tools, or technologies by a business and its clients to marketing an offer in a two or multi way manner (Shankar & Balasubramanian, 2009). Mobile marketing, wireless marketing, mobile advertising and wireless advertising have all been characterised as marketing communications via mobile media, either implicitly or explicitly (Leppäniemi & Karjaluoto, 2008). Mobile marketing is a multifaceted channel used by marketers to sell their goods or services via mobile devices or smartphones. Additionally, it includes advertisements that may show up on cell phones (Soni, 2021). Mobile marketing emerged as a result of the growth in mobile usage. Reaching consumers seems like a comparatively simple process thanks to mobile marketing (Roushan et al., 2015).

Today's marketing communications are greatly impacted and relevant by the phenomenon of mobile marketing (Oscar & Alexandra, 2017). Aside from the unmatched opportunities that mobile services offer for developing and nurturing client relationships, mobile advertising has grown to be a significant source of income (Rao, 2010). Smartphones are viewed as personal devices of private use in contrast to desktop computers, it is crucial to research the mechanisms underlying the adoption and use of mobile technologies as consumers have different attitudes toward mobile services than traditional media (Oscar & Alexandra, 2017).

Types of Mobile Marketing

There are various types of mobile marketing which include:

Mobile Applications: A mobile application is a programme that runs on mobile devices and carries out certain functions for users; In-game: Action/Adventure, Card/Casino and Puzzle/Strategy (Islam & Islam, 2018);

Short Messaging Service (SMS): SMS is a messaging service that can send and receive messages of a maximum of 160 characters to and from fixed line and phones (Shaw & Bosworth, 2012);

MMS (Multimedia Message Service): The field of multimedia is concerned with the computer-controlled blending of text, graphics, still and moving pictures (Video), animation, music and any other medium where any kind of information may be digitally indicated, saved, transmitted and manipulated (Pavithra & Athilingam, 2018);

QR Codes (Quick-Response Barcodes): QR codes are two-dimensional pictures that urge a smart phone to access a website or show an image, video or text when scanned by the device's camera. As a result, QR codes are basically pictographic linkages that may be incorporated into the real world (Coleman, 2011);

Destination-based, smartphone banner ads, wireless or proximity marketing, near field communication, audio marketing and pay-per-call smartphone search advertisements (Pendse, 2019). Following cellular advertising formats are the main focus of the study: SMS, advertisement with mobile web videos, banners and apps (Bart et al., 2014).

Adoption of Mobile Marketing

According to a World Bank research involving 120 countries, the GDP rises by roughly 0.8 percent for every 10 percent growth in the number of mobile subscribers (Yadav & Sharma, 2016).

Online marketing has becoming increasingly popular as the role of the internet in business has grown (Geetha, 2018). Mobile devices has become a tool that makes it easier to locate stores, sell and buy goods and services, pay utility bills, conduct financial activities and connect to social media sites (Yadav & Sharma, 2016). Businesses are integrating promotional strategies into their marketing plans quickly due to its low cost, greater accessibility, access of concrete data and increased involvement (Geetha, 2018).

Mobile devices offer a viable platform for providing individual-based target marketing because they are

frequently utilised by a single individual. A variety of customer relationship management products and strategies could benefit from this potential (Milla, 2004).

A mobile phone has evolved into a lifestyle item over time, particularly among young people (Yadav & Sharma, 2016).

Attitude and Perception of Young Consumers Towards Mobile Marketing

Mobile customers have a highly unique set of requirements and expectations, therefore cell phone advertising is more than just a novel strategy for promoting; it's a completely new medium that necessitates non-traditional strategies (Khanna, n.d.). Young people are not uniform consumers for mobile marketing because their usage patterns and opinions differ significantly depending on their social origins, digital literacy and urban/rural lifestyles (Shahina & Sachitra, 2021).

Although some participants seem to favour mobile advertising, the bulk of participants are not responsive to it. When mobile advertisements are relevant, helpful, creative and amusing, youngsters are glad to receive them (Nebaimoro, 2017). Youths believe that mobile commercials are sent more personally and have greater incentives. Youth also accept and take into account mobile ads more so than adults do (Ünal et al., 2011). Even while salary ranges have no bearing over the choice for a cell phone promotional remark and even though it does not usually infuriate young people too much, the brand's reputation does have a tendency to deteriorate (Riaz, Khan & Naseem, 2012).

Young people need to be taught how to think about various consuming patterns because they will be the consumers of tomorrow. Mobile marketing is advantageous for the products that semi-urban and urban areas consume as people in these area own multiple smartphones (Shabhu et al., 2016). Gender has a substantial impact on attitudes about mobile advertising. We discovered that in Sri Lanka, women are more supportive of mobile advertising than men are also, higher-experienced female consumers are more likely than others to adopt mobile advertising (Silva & Yan, 2016). The quick advancement of mobile device technologies has been the primary factor in the expansion of cell phone advertising, in order to offer

their young consumers the greatest technology currently accessible, mobile marketers must regularly update the state of current mobile technologies (Bafna et al., 2019).

A number of elements that have been linked to consumer attitudes regarding mobile marketing, comprising the characteristics of cell phone marketing, the quality of data, exuberance, appeal and believability (Yousif, 2012). It has been determined that the most important element in mobile advertising is informativeness. Mobile marketing and commercials are other elements of the marketing mix that should be improved (Nandagopal, 2012). According to research, advertising with authorisation and integrity, instilling a standing in control, informative engaging webpage information can all help increase acceptance. For mobile marketing communications, pull technologies appear to hold great potential (Watson et al., 2013).

Consumer behaviour influences the adoption of mobile commerce in educational institutions, indicating that youngsters in this market are eager to make digital purchases and stay current with cell phone applications (Singh et al., 1993).

Awareness of Wareness of Mobile Marketing in Youngsters

Majority of young consumers have very little general awareness of mobile marketing. Additionally, this analysis demonstrates that the most significant factors influencing mobile marketing are SMS, gaming cell phone advertising, app-based marketing and smartphone marketing. In order to quickly target the youthful consumer, mobile marketing organisations strive to focus on these areas (Girija, 2016).

Consumers of all ages with high academic levels (graduation, post-graduation). They are students, business people and professionals in the workforce. They are technologically savvy when it comes to mobile devices, yet price and privacy-conscious. They have doubts regarding mobile marketing and don't believe these tactics (Maria Antony Raj, SDB, 2013).

Acceptance of Mobile Marketing

The global expansion of wireless and mobile communications has profoundly altered how people

access, share and convey information. Both the uses-and-gratifications hypothesis and the technology acceptance model have been widely employed to describe why individuals acquire and use technology (Gao et al., 2010). Service providers should concentrate on enhancing the usability and usefulness of the mobile commerce platform as it has been established that technology adoption readiness has a major effect on an user's intent to use a mobile phone for online shopping (Tuu et al., 2018).

It has been demonstrated that a significant element influencing consumers' propensity to use mobile commerce is their trust in the online retailer. Mobile commerce users and mobile marketing players will persuade their friends and family to use this innovation (Ng, 2014). Most young consumers are early adopters of new technologies, eager to test out new products and tech-savvy. Mobile service usage is rising at an increasing rate because to individual creativity (Pan & Cheah, 2012).

Young people are increasingly using mobile devices to shop, therefore it stands to reason that businesses may use social media in their marketing strategies to appeal to this demographic (Çakır et al., 2013). Marketing initiatives may be easier to track and measure. Additionally, by offering services in a useful, context-relevant manner, technologies that are aware of the user's situations can strengthen client connections (Barnes & Scornavacca, 2004). Research indicates that customers have more favourable sentiments regarding mobile marketing and that they are greatly essential on grounds of being cost conscious, discounts and freebies. Consumers frequently receive promotional calls, messages and connections to websites, so if they do, they are more likely to be viewed favourably (Shahzad, 2021).

Building a strong base of confidence for smartphone advertising as a generalised style of brand communication must be a top priority for all advertising businesses. Consequently, it is a requirement for consumers to accept mobile marketing (Barnes & Scornavacca, 2004).

Effect of Mobile Marketing on Youngsters

An average user uses their phone for 3.3 hours every day. Mobile phone users generally view their devices as crucial to their daily lives, with the percentage rising to 90 percent among those between the ages of 19 and 24 (Ene, 2015). Mobile marketing is used by businesses to spread

the word about their concepts, products, and services by presenting providing clients with data that is fast, tailored and responsive to their region (Masiya, 2020). Mobile marketing in India is viewed as being extremely significant by 58 percent of marketers, and extremely effective by 47 percent of them (Mobile Marketing Association) (Soni, 2021).

If the mobile advertising is entertaining, educational and trustworthy, positive perceptions and high value in the minds of people will be acquired (Ene, 2015). Providing support intent and excellent consumer service are generated by a high perceived value (Challa, 2021). Due to the pervasiveness of mobile technology, increasing market for mobile media and the introduction of mobile advertising, marketers now have the opportunity to communicate with each individual consumer in real-time and at the ideal time and place (Barekar, 2013).

Youngsters, view their mobile phones as one of the few remaining private areas they have left that they can use for communication and in this sense, when creating a marketing strategy, marketers should consider consumers' needs for security and privacy (Sethi & Singh, 2017). Youngsters who own smartphones are more likely to purchase products through e-marketing than through traditional marketing (Geetha, 2018). Young consumers are those who keep up with pop culture, technical and fashion trends. The consumers who are most interested in mobile technologies are also young individuals. Young people are increasingly using mobile devices to shop (Çakır et al., 2013).

Teenagers and young adults are quicker adopters, and mobile advertising appears to have a promising future. However, consumer acceptability levels are yet unknown due to a number of barriers, such as intrusiveness sentiments and privacy concerns (Prasanth & Rajayogan, 2021). Trust, privacy, danger and relevancy are influencing young people's concerns. Young people have a favourable opinion of mobile marketing. However, marketers should concentrate on continuously bettering themselves (Pandey & Khan, 2019).

Impact of Social Media Marketing on Consumers

Customer purchasing habit is currently becoming more and more digitalised over the globe due to the evolution

of inventive conditions. When the behaviour of customers using e-commerce applications, search engines and taste messaging, among other online channels, was examined, it was discovered that young people predominate in these marketplaces (Rashid, 2013). They are curious and readily aware of the pertinent phrases, policies, etc. The majority of young consumers choose to purchase and sell goods and services online. They now use this simple and affordable method to influence how people buy goods and services (Pal & Shukla, 2020).

Instagram provides opportunity for businesses to artistically display their products. Instagram was envisioned as a user-friendly social networking platform that users could get used to. Instagram has a significant impact on people's life, especially gen Y or what we refer to as the echo boomers (Raj et al., 2021).

In today's digital world, having money wouldn't be a barrier if you wanted to make an immediate online purchase. Young people who use android smartphones or the internet are more likely to develop an addiction to online shopping (Kulkarni, 2018). Even personal information about people has been utilised to entice/grab clients by saturating the pop-up menu of advertisements on social networks and even on search engines while using the internet to browse for information (Barekar & Chavan, 2019).

Our youth spend a lot of time online, which is a trend that is here to stay. Research has shown that even the youngest of our kids are switching from in-store purchasing to internet shopping and using tablets and cell phones often. Internet advertising has a big impact on teen behaviour (Tripathi, 2016). Due to the pressure of the younger generation's buying habits, marketers are compelled to adopt the novel approach of marketing. Young people's buying behaviour and behavioural patterns get a bigger effect on buying choices (Calderon et al., 2019).

Consumer interest is the most important indicator with a substantial impact. Discounts, lifestyle and mobile marketing all influence impulsive purchasing in favourably (Ittaqullah et al., 2020).

Challenges of Mobile Marketing

Despite being in its infancy, mobile marketing faces some significant obstacles (Gurusamy, 2018). Marketing professionals have struggled with issues such transaction security, user data privacy and producing non-intrusive adverts (Kumar & Mittal, 2020). Challenges faced in mobile marketing are knowledge about the media, regulations for marketers, consistency issues of execution, measurement and conversion rates, marketing data issues, exorbitant internet data charges (Gurusamy, 2018).

METHODOLOGY

An extensive literature study was carried out. The period covered by the literature search was 2005-2022. Research databases at Research Gate, Elsevier, Academia, and mdpi were searched for articles using the search terms "Effect of Mobile Marketing on Youngsters," "Young Consumers and Mobile Marketing," "What is Mobile Marketing," "Perception of Young People Toward Mobile Marketing," and "Mobile marketing and Social Media Marketing."

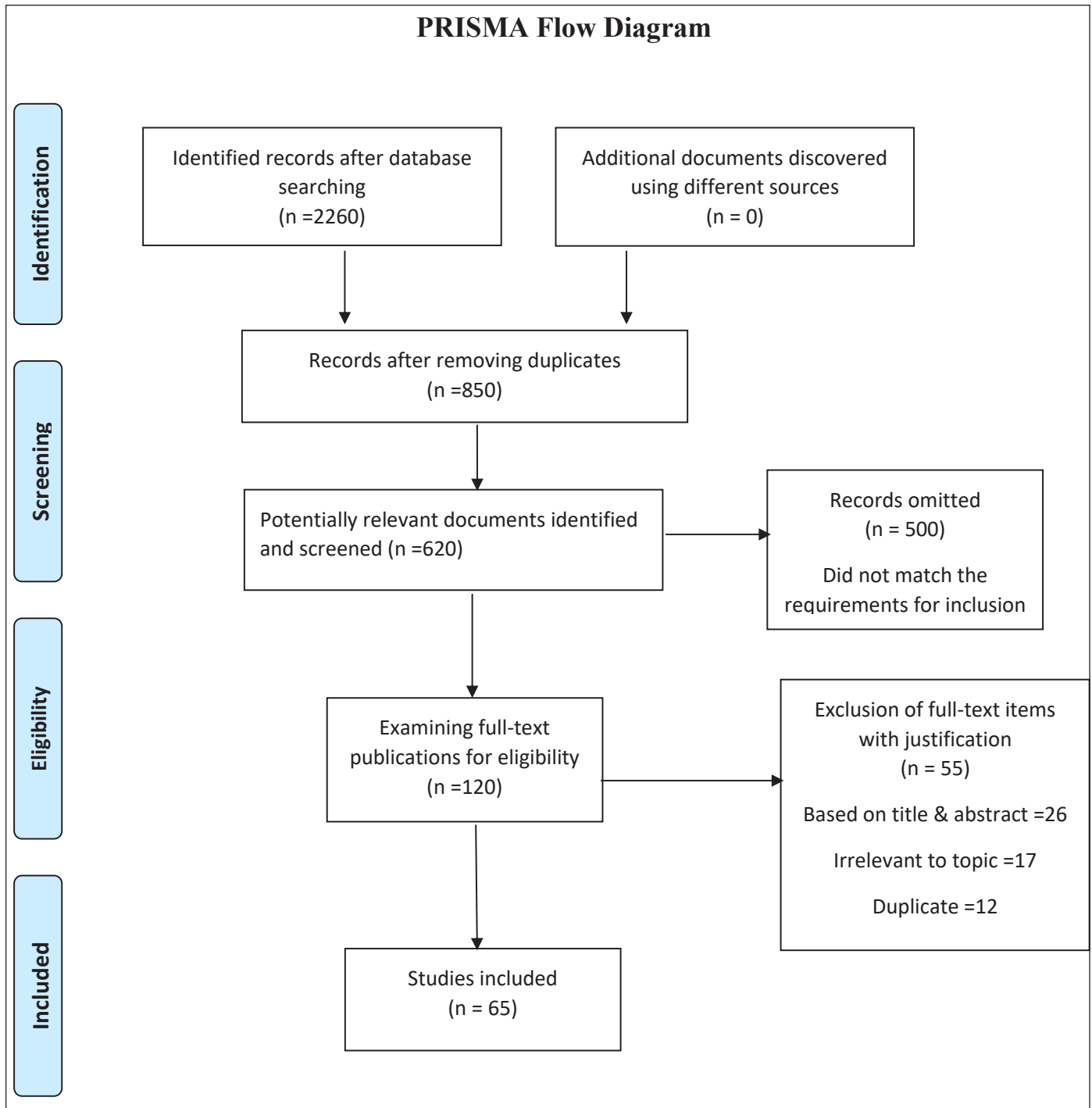
Analysis

The Preferred Reporting Item for systemic reviews and meta-analysis (PRISMA) technique is the one that is employed. All publications that made it through the screening procedure were then examined and described based on the goals, the year of publication, the frequency of citations and the recommendations for additional study.

Inclusion and Exclusion Criteria

Studies must fulfil certain requirements in order to be included in the present research.

- Studies have included some kind of selection criteria (mobile advertising, smartphone marketing on Youngsters, Advertising on Social Platforms). These criteria limited the number of studies.
- Accordingly excluded the studies in which it based on irrelevant information there is no proper Title, Abstract & Review.



Final Data Set

A total of 2260 research articles were found in the research database after doing a full keyword search. After looking at the title, it was discovered that the article was included in two distinct databases. After eliminating the duplicates, 850 articles remained. About 620 articles in all were reviewed. Five hundred articles were excluded because they failed to match the requirements.

Articles accessed for eligibility are 120 articles. A total number of 55 articles excluded based on title and abstract (26) irrelevant to topic (17) duplicate (12).

The final data set consists of 60 articles. The oldest included study was published in the year 2005 and the most recent study was conducted on 2021. The Entire process is shown in figure.

DISCUSSION

Mobile marketing is a complex channel that marketers utilise to offer their products or services to consumers using smartphones or other mobile devices. Additionally, it has advertising that might appear on mobile devices. Mobile marketing includes advertising through SMS, email and other mobile platforms. Giving clients all the personalised and location-sensitive information is much simpler to do when approaching them. Young people may be reached at any time by mobile marketers, who are aware of this. The uses and gratification theory, which asserts that media audiences are engaged, seek goal-directed gratification, which the choice of media rests with the individual and that media compete with other sources for ensuing satisfaction, has been mentioned in numerous studies looking into why young people quickly adopted cell phones. As a result of young people's rapid adoption of new technology, mobile marketing has entered an era with expanding potential. Additionally, there are a number of limitations and the difficulties in using smart phones for advertising. Smartphone owners are more likely than non-smartphone owners to make e-marketing purchases of goods.

CONCLUSION

Mobile has developed into a two-way transmission channel between customer and suppliers. It facilitates communication between the buyer and the seller. Mobile marketing refers to any marketing operations conducted using a personal mobile device via an established network to that which customers are always connected.

Mobile phones were found by marketing managers to be a very successful medium for reaching consumers. They discovered mobile marketing to be simple and affordable. The finest channel for direct marketing between consumers and businesses is mobile phones.

Many people view their mobile phones as one of the few remaining private spaces they have left that they can use for communication and social interaction while still having control over how they are used. Young people are now exposed to smartphone marketing and promotions thanks to the widespread use of cell phones. Marketers use the mobile media as an additional and successful avenue to offer their marketing communication plans.

Youngsters' acceptance of phones has given the sellers chance to utilise them for their businesses and to stay competitive. Young people find mobile marketing to be appealing. Using their mobile devices, they can find just about everything with a single click. They are more aware of staying current with fashion and technology and incorporating it into their daily life. This is the reason people receive information on each product and service via SMS, emails, different apps, etc. on their phones. Teenagers and young people are quicker to adopt it, and mobile advertising appears to have a promising future. However, consumer acceptability levels are yet unknown due to a number of barriers, such as intrusiveness sentiments and privacy concerns.

One strategy for persuading young people of the advantages of smartphone marketing is to emphasise the value of the goods and services. The perception of mobile marketing among young people is favourable. However, marketers ought to focus on improving every day. Marketers should concentrate on the details of the issues if they want to build enduring relationships with young people and increase the market for mobile devices.

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