

Customer Satisfaction towards Mobile Marketing in Tirunelveli District

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Abstract

This study investigates customer satisfaction towards mobile marketing in Tirunelveli District, utilizing a sample size of 150 respondents. A combination of primary and secondary data collection methods was employed to gain comprehensive insights into consumer perceptions and preferences. The primary data was gathered through surveys and interviews, while secondary data was sourced from existing literature and industry reports. The findings indicate a generally high level of satisfaction among customers, particularly regarding the frequency and relevance of mobile marketing messages, which significantly influence their purchasing decisions. Participants expressed appreciation for engaging content and interactive elements, highlighting the factors influencing customer attitudes towards mobile marketing. The study underscores the importance of trust and transparency in fostering customer loyalty. These insights provide valuable implications for marketers aiming to enhance their mobile marketing efforts and better align with consumer expectations in the Tirunelveli District.

Keywords:customer satisfaction, mobile marketing, customer attitude, factors

Introduction

The rapid advancement of mobile technology has transformed the marketing landscape, with mobile marketing emerging as an essential tool for organisations seeking to reach their target audience. Mobile marketing's personalised, interactive, and location-based nature allows firms to better connect with their customers. Tirunelveli district, a thriving commercial hub in Tamil Nadu, India, provides a perfect setting for studying the influence of mobile marketing on consumer satisfaction. With rising mobile adoption and data consumption, understanding client attitudes and satisfaction levels with mobile marketing is critical for firms looking to use this medium.

The purpose of this study is to look at the elements that influence customer attitudes towards mobile marketing and to determine the level of customer satisfaction with mobile marketing in the Tirunelveli area. This study aims to give marketers and organisations with significant information by investigating the complicated interactions between mobile marketing techniques, client demographics, and satisfaction levels. The findings will add to the existing body of knowledge about mobile marketing efficacy, allowing organisations to build tailored tactics that improve consumer engagement, loyalty, and, ultimately, business success. Furthermore, this

study will highlight areas for improvement in mobile marketing strategies, allowing firms in Tirunelveli district to tailor their marketing efforts to the changing demands and expectations of their mobile-savvy customers.

Objectives Of The Study

- ✓ To investigate the factors influencing customer attitudes towards mobile marketing
- ✓ To determine the level of customer satisfaction in mobile marketing

Scope Of The Study

This study on "Customer Satisfaction towards Mobile Marketing in Tirunelveli District" focuses on investigating the factors influencing customer attitudes towards mobile marketing and determining the level of customer satisfaction in mobile marketing within the district. Geographically, the study is limited to Tirunelveli district in Tamil Nadu, India, targeting urban and rural areas. Demographically, the study targets mobile phone users aged 18-45 years. The research adopts a cross-sectional design, collecting data at a single point in time. Conceptually, the study explores customer satisfaction and factors influencing attitudes. The expected outcomes include identifying key factors influencing customer attitudes, determining customer satisfaction levels, and providing insights into effective mobile marketing strategies for Tirunelveli district.

Research Methodology

Data collection

Primary data

The data collected for the study includes primary data and secondary data. In order to attain the objectives of the study the Primary data has been collected by well-structured questionnaire. It contains questions regarding demographic, factors influencing customer attitudes towards mobile marketing and the satisfaction level of customer in mobile marketing. The questionnaire was collected through Google forms.

Secondary data

The secondary data of the study is collected through various websites, journals, books and magazines.

Research design

The study is based on Descriptive research design. The sampling method used in this study was non – probability convenience sampling.

Sample size

The sample size of the study is 150 respondents collected within the age of 18-45 years. The questionnaire was collected in the area of Tirunelveli District.

Tools used for the study

- ✚ Percentage analysis
- ✚ Factor analysis
- ✚ T-Test for single mean

Review Of Literature

Baron et al. (2006) demonstrated the need for additional research into the significance of content informing as a social and social practice in everyday existences, with a focus on addictive practices, learning and the improvement of collections of relational abilities by increasingly complex customers, and feelings of rejection by non-members, using a subjective research approach that considers shopper instant message (short message benefit - SMS) conduct.

Marinova, Murphy, & Massey (2002) Permission displaying was suggested as another administrative strategy for encouraging correspondence. It has been said that organisations benefit from getting customers'

agreement to be reached. Permission from the customer would remove the difficulties in gaining access to the purchaser. Authorisation was, in any event, not an assurance that the shopper focused; it was simply an entryway opener that indicated the customer's possible intrigue zones.

Heinonen and Strandvik (2003) demonstrated that adaptable channels were perceived to be more unique than traditional and email channels. This raises the bar for the importance of advertising correspondence messages. A customer expects messages to be near to home and of great interest, which makes the failure more noticeable when they receive unwanted messages. Because of the unique concept of the cell phone, portable advertising may even cross the line of caution and endanger customers' security.

Analysis And Interpretation

Table: 1 Demographic Profile of the respondents

Content	Respondents	Percentage
Gender		
Male	69	46%
Female	81	54%
Total	150	100%
Age		
20-25 years	36	24%
26-30 years	54	36%
31-35 years	44	29%
Above 36 years	16	11%
Total	150	100%
Education		
Higher secondary	24	16%
Under graduates	81	54%
Post graduates	32	21%
Others	13	8%
Total	150	100%
Occupation		
Students	29	19%
Private sector employees	86	57%
Government employees	16	11%
Others	19	13%
Total	150	100%
Monthly income		
20000 to 30000	62	41%

31000 to 50000	71	48%
Above 50000	17	11%
Total	150	100%

Source: Primary data

Interpretation

From the above table most of the respondents are Female (54%) followed by many respondents are 26-30years (36%). Many respondents are under graduates (54%) and most of the respondents are Private sector employees (57%). (48%) of respondents earn between 31,000 to 50,000.

Table: 2 Factor analysis for factors influencing customer attitudes towards mobile marketing

KMO and Bartlett's Test for factors influencing customer attitudes towards mobile marketing

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.718
Bartlett's Test of Sphericity	Approx. Chi-Square	682.881
	df	105
	Sig.	.000

Source: Derived data

Interpretation

High value of Kaiser – Meyer – Olkin (KMO) test of sample adequacy (**0.718**) indicates the correlation between the pairs of variables explained by other variables and thus factor analysis is considered to be appropriate in this model.

Factors influencing customer attitudes towards mobile marketing– Factor wise analysis

Factors	Factor's name	Eigen values	Percentage of Variance	Cumulative Percentage
F1	Relevance and Personalization	3.760	25.066	25.066
F2	Trust and Privacy	2.134	14.229	39.296
F3	Engagement and Interaction	1.327	8.846	48.142
F4	Overall Satisfaction and Influence on Behavior	1.194	7.959	66.101

Source: Derived data

Interpretation

The factor analysis model accounts for a total of 66.101percent of variance, distributed across four factors. Factor 1 (F1), Relevance and Personalization, accounts for the highest proportion of variance at 25.066percent with an eigenvalue of 3.760. This is followed by Factor 2 (F2), Trust and Privacy, at 39.296percent with an eigenvalue of 2.134. Factor 3 (F3), Engagement and Interaction, accounts for 48.142percent of variance with an eigenvalue 1.327, Overall Satisfaction and Influence on Behavior (F4) at 66.101percent with an eigenvalue

of 1.194. The distribution of variance among these factors highlights the significant influence of Relevance and Personalization on the overall model.

Rotated factor matrix for Factors influencing customer attitudes towards mobile marketing

Factors	Component			
	1	2	3	4
Mobile marketing messages fit my interests	.874	.051	.172	.103
Promotions align with my shopping habits	.710	.305	-.122	-.080
I prefer personalized messages.	.677	-.280	.213	.193
Relevant messages improve my shopping	.551	.128	.483	-.033
I trust brands that use mobile marketing	.041	.825	.235	.087
My data feels secure with mobile marketing	-.055	.742	-.019	-.099
Privacy concerns affect my engagement	.350	.623	.118	-.174
Transparency boosts my trust	.009	.543	.263	.205
I engage with mobile marketing content	-.161	.188	.712	.060
Urgency in offers makes me act quickly	.171	.215	.680	.002
Messages are easy to navigate	.386	-.150	.520	.248
I share promotions with others	.182	.088	.490	-.217
It influences my buying decisions	.128	.121	.037	.706
Message frequency suits me.	.393	.164	-.105	.657
I stay loyal to brands that market well	.423	.099	.194	.474

Source: Derived data

Interpretation

The above table exhibits the rotated factor loading for the fifteen statements (variables) of respondent's opinion about the Factors influencing customer attitudes towards mobile marketing. It is clear from the table that all the fifteen statements have been extracted into four factors

Factor: 1 Relevance and Personalization

Relevance and Personalization factors loading for the four elements namely, Mobile marketing messages fit my interests (**.874**), Promotions align with my shopping habits (**.710**), I prefer personalized messages (**.677**), relevant messages improve my shopping (**.551**).

Factor: 2 Trust and Privacy

Trust and Privacy factors loading for four elements namely, I trust brands that use mobile marketing (**.825**), My data feels secure with mobile marketing (**.742**), Privacy concerns affect my engagement (**.623**), Transparency boosts my trust (**.543**).

Factor: 3 Engagement and Interaction

Engagement and Interaction factors loading for four elements namely, I engage with mobile marketing content(.712), Urgency in offers makes me act quickly(.680), Messages are easy to navigate(.520),I share promotions with others(.490).

Factor: 4 Overall Satisfaction and Influence on Behavior

Overall Satisfaction and Influence on Behavior factors loading for four elements namely, It influences my buying decisions (.706), Message frequency suits me (.657), I stay loyal to brands that market well(.474)

Table: 3 T- Test for Single Mean Level for Customer Satisfaction in Mobile Marketing

Level for Customer Satisfaction	Mean	Standard deviation	t	P value
Mobile marketing messages are relevant to me	2.37	1.256	5.670	.000
The info in mobile marketing is clear	1.74	.436	32.722	.000
I enjoy my experience with mobile marketing	3.47	.501	34.635	.000
Mobile marketing keeps me informed	2.81	.395	34.361	.000
The promotions I receive are attractive	1.90	.301	41.645	.000
Mobile marketing improves my shopping experience	2.91	.290	42.860	.000
I am satisfied with how often I get messages	3.74	.441	32.603	.000
I am comfortable engaging with mobile ads	1.70	.460	32.220	.000
Overall, mobile marketing is beneficial	1.93	.254	47.841	.000
I recommend mobile marketing to others	2.96	.193	61.332	.000

Source: Derived data

Interpretation

From the above table I am satisfied with how often I get messages (3.74) got first rank followed by I enjoy my experience with mobile marketing (3.47) got second rank. Third and fourth rank secured by I recommend mobile marketing to others (2.96) and Mobile marketing improves my shopping experience (2.91). The least rank was secured by the info in mobile marketing is clear (1.74) and I am comfortable engaging with mobile ads (1.70).

Suggestion

✚ Take advantage of interactive mobile marketing campaigns to express preferences and provide feedback, helping brands understand your interests better. Share honest feedback with brands to improve future mobile marketing experiences

✚ Create interactive mobile marketing campaigns (like quizzes, polls, or games) to actively engage customers and encourage participation. Offer easy ways for customers to provide feedback, ensuring they feel heard and valued.

✚ Inform brands about your preferences or interests when possible, so they can better tailor their messages and offers to suit you. Provide constructive feedback if messages or promotions do not match your expectations or preference.

✚ Improve the content quality of messages to ensure customers find them enjoyable. This could involve incorporating entertaining or interactive elements into mobile marketing communications. Utilize visually appealing designs and multimedia content (videos, GIFs) to enhance the overall experience of mobile marketing messages.

✚ Regularly include short surveys or polls in mobile messages to gather customer opinions on message frequency and content, reinforcing a customer-centric approach. Experiment with different message types and frequencies through A/B testing to identify what resonates best with customers.

Conclusion

The study on customer satisfaction towards mobile marketing in Tirunelveli District reveals a generally positive sentiment among consumers, particularly regarding the frequency of messages, which customers find appropriate and engaging. This satisfaction indicates that marketers have effectively tailored their strategies to resonate with the target audience, significantly influencing purchasing decisions. Customers appreciate the relevant content and interactive elements, and there is a strong desire for ongoing feedback mechanisms to further enhance their experience. However, the need for trust and transparency remains crucial, as brands must continue to prioritize these aspects to foster loyalty and long-term relationships. Overall, by staying attuned to customer preferences and refining their approaches, marketers can sustain high satisfaction levels and drive greater engagement.

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