

**A STUDY ON STIMULATION OF CONSUMERS AND BUYING ACTIONS  
RELATING TO MOBILE-BASED MARKETING IN THE CHENNAI DISTRICT**

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**ABSTRACT**

For daily shopping, people can more easily access the internet via their mobile phones. SMS marketing, social media marketing, location-based marketing, proximity marketing, and in-app marketing are some of the market methods used in mobile marketing. People are drawn into the digitalized market by the swift increase in smartphone usage. Because of their widespread use, smart phones have become an essential part of every consumer's daily life. The factors that influence consumers to purchase goods and services include availability, quality, price, discounts, offers, and more. For sellers in the marketing industry, mobile devices have produced an extensive and distinctive channel of advertising. Additionally, the marketed products become an immediate hit and achieve enormous popularity and reach. Additionally, customers employ digital payment methods that ensure hassle-free purchases, such as Gpay, Paypal, phone pay, mobile banking, QR code transactions, UPI, mobile wallets, etc. Mobile marketing is expected to increase significantly in the near future due to its many benefits and the fact that it benefits both consumers and marketers. It's time to understand what motivates customers to make purchases using their smartphones. In light of this, the current study intends to examine customer excitement and purchasing behavior with regard to mobile marketing in the Chennai region.

**KEYWORDS:** *Smartphone, digitalized payment, consumer stimuli, market strategy, and mobile marketing.*

**INTRODUCTION**

In the past, it was only thought to be used for communication—that is, to stay in touch with individuals you are close to or with people for business. These days, mobile phones are an indispensable part of our lives; they have supplanted nearly all indirect communication methods, and they have a viral message-passing feature similar to a smartphone. Because mobile phones are so widely used, there is a big marketing potential to reach and serve customers anywhere, at

any time. According to statistics, there will be more mobile phones than people on the earth by the end of 2014. Additionally, mobile phone internet usage will surpass desktop and laptop internet usage. Mobile advertising presents fantastic commercial potential. Mobile devices are regarded as "personal" devices since they are affixed to a certain body or individual. Mobile-enabled marketing initiatives enable businesses to interact with customers beyond time and geographic boundaries. By developing a mobile-friendly website, marketers may capitalize on the fact that many mobile internet users are constantly online. Reaching the target by device and location is made easier with mobile advertising. An additional benefit of using mobile devices to communicate offers is the communication proximity to the target clients. Therefore, mobile advertising can be used by a marketer who wants to reach customers across boundaries or who wants to notify his customers about the availability of products that are relevant to their region.

## **REVIEW OF LITERATURE**

**Chelam Cherla Lavanya, et.al (2025)**, the study focus on mobile marketing has emerged as a key factor in customer-brand interactions. Patterns in channel involvement, purchasing behavior, ad frequency exposure, influence, and trust were identified using data from 136 respondents. The clustering revealed two consumer groups: one that was extremely receptive to communications but less trusting, and the other that was emotionally detached yet moderately trusting. The characteristics that differentiate the clusters were found using ANOVA tests. Contrary to expectations, measures based on affect and influence had a greater impact than preferred channel and content type, which were not statistically significant determinants. The findings enhance the body of knowledge on segmentation in digital marketing contexts and offer useful suggestions for mobile marketers to create more tailored and successful mobile campaigns.

**S Prasanth, Kavitha Rajayogan (2021)**, the project describes how mobile marketing affects young people in Chennai. There are more options for marketers to use mobile phones to sell their products because young people use them. Young people are drawn to mobile marketing because of the advancements in technology and their awareness of current trends. The rise of mobile phones has led to mobile-based advertising and promotions that mostly target young people. Mobile phones are a very personal instrument that greatly aids people in learning about all the advances. It analysed that the people welcome the growing trend of mobile marketing. Young people want to hear about the latest trends and new products that businesses have introduced.

**Mr. Ram Babu Cherukur, Ms. Padma Priya V (2020)**, the aim of this study is to determine if customers are aware of digital marketing and how digital channels affect their purchasing decisions, this article will examine the role of digital marketing in consumer purchasing decisions. The surveys from 101 individuals are used to conduct the study. The Regression analysis is used to examine the survey results. The results showed that consumers are aware of digital marketing and use digital channels while making purchases. The study is conducted with the specific goal of learning how to interact with international clients that spend the majority of their time online. In order to obtain a comprehensive picture of how digital marketing affects consumer purchasing decisions, digital marketing helps you build brand awareness through channels including social media, email, websites, and search engines.

### **OBJECTIVES OF THE STUDY**

- To determine what motivates customers to make purchases using mobile marketing.
- To identify the kinds of products that encourage consumers to make purchases.
- To assess consumers' positive perceptions of mobile marketing.

### **MATERIALS AND METHODS**

The study conducted with easy sampling approach was used to pick a sample size of 100 respondents for the investigation. Primary and secondary sources were used in the data collecting. To guarantee simplicity of handling and enable precise extraction of pertinent information, the gathered data was methodically structured and categorized. The data were sorted individually throughout the data processing stage in order to look at particular study components. Statistical tools such as the Chi-square test and parametric t-test were employed for data analysis. Data interpretation was carried out using SPSS and other appropriate statistical analysis software.

### **HYPOTHESIS OF THE STUDY**

#### **1. Influence of Stimulating factors for buying behavior on Age factor**

Ho: There is no significant difference between the stimulating factors for buying behavior and age of the respondents.

H1: There is significant difference between the stimulating factors for buying behavior and age of the respondents.

**Age \* Stimulating factors for buying behavior (ANOVA)**

		Sum of Squares	df	Mean Square	F	Sig.
Quality	15 – 20	2.533	3	.844	.842	.474
	Above 20	96.307	96	1.003		
	Total	98.840	99			
Service	15 – 20	1.643	3	.548	.691	.560
	Above 20	76.147	96	.793		
	Total	77.790	99			
Price	15 – 20	1.366	3	.455	.535	.660
	Above 20	81.794	96	.852		
	Total	83.160	99			
Variety	15 – 20	6.423	3	2.141	1.749	.162
	Above 20	117.537	96	1.224		
	Total	123.960	99			
Location	15 – 20	9.516	3	3.172	3.314	.023
	Above 20	91.874	96	.957		
	Total	101.390	99			
Offers & discounts	15 – 20	14.086	3	4.695	3.284	.024
	Above 20	137.274	96	1.430		
	Total	151.360	99			
Return Policy	15 – 20	2.728	3	.909	1.008	.393
	Above 20	86.582	96	.902		
	Total	89.310	99			
Home delivery	15 – 20	3.601	3	1.200	.990	.401
	Above 20	116.399	96	1.212		
	Total	120.000	99			
Privacy & Security	15 – 20	3.847	3	1.282	.990	.401
	Above 20	124.343	96	1.295		
	Total	128.190	99			

Source: Primary Data

Stimulating factors for buying behavior with Age	P-Value
Quality * Age	.474
Service * Age	.560
Price * Age	.660
Variety * Age	.162
Location * Age	.023
Offers& discounts * Age	.024
Return policy * Age	.393
Home delivery * Age	.401
Privacy & security * Age	.401

Stimulating Factors like Location and Offers& discount are less than the value 0.05 at 95% level of significance whereas Stimulating factors like Quality, Service, Price, Variety, return

policy, Home delivery and Privacy & security are greater than the value 0.05 at 95% level of significance. Hence Null hypothesis is accepted and it is concluded that there is no significant difference between Age of the respondents and Stimulating factors for buying behavior.

**2. Association between Gender and the consumers' positive perceptions of mobile marketing**

H0: There is no significance difference between gender and the consumers' positive perceptions of mobile marketing.

H1: There is no significance difference between gender and the consumers' positive perceptions of mobile marketing.

<b>Consumer Positive Perception</b>	<b>t</b>	<b>df</b>	<b>P- value</b>
I find mobile marketing messages engaging and interesting.	-1.210	98	.229
I feel that save my time while searching for information	-.814	98	.418
Convenient to access anytime and anywhere	-.524	98	.601
I trust the information provided	-.026	98	.979
I am comfortable receiving promotional messages on my mobile device.	-1.049	98	.297
It enhances my awareness of new products and offers	-.690	98	.492

(Source: Computed data)

The independent sample t-test results indicate that gender does not have a significant influence on consumers' positive perceptions of mobile marketing. The calculated t-values for various perception statements—such as mobile marketing ( $t = -1.210$ ,  $p = 0.229$ ), messages engaging and interesting ( $t = -0.281$ ,  $p = 0.601$ ), Convenient to access anytime and anywhere ( $t = -0.026$ ,  $p =$

0.979), information provided are trustable —showed p-values greater than the 0.05 significance level. Similarly, gender differences were found to be insignificant with respect to receiving promotional messages on my mobile device ( $t = -1.049$ ,  $p = 0.297$ ) and it enhances my awareness of new products and offers ( $t = -0.690$ ,  $p = 0.492$ ). Hence, the null hypothesis was accepted in all cases, leading to the conclusion that gender does not significantly affect the consumers' positive perceptions of mobile marketing.

## **FINDINGS**

The study found out that the factors which stimulate most of the age groups of above 20 who prefer more to shop through mobile marketing. Also, the difference between the gender and the consumers' positive perceptions of mobile marketing proves that gender category does not significant the consumers' positive level of perception while buying actions or go through the advertisements. Hence, the satisfactory opinion of consumers of both genders have equally neutral in it.

## **CONCLUSION**

The present study was conducted to examine the buying actions and stimulation (motives) factors towards mobile-based marketing at Chennai district. It is amply clear from the analysis that the consumers are showing much interest towards mobile marketing and middle age consumers prefer higher level to shop through mobile marketing and both the gender have equal satisfactory opinion too. By overcoming certain bottlenecks, the mobile marketing sector will grow exponentially in the years to come. Moreover, Mobile marketing as a digitalized marketing through smart phones leads to wider concept of research. Furthermore, the scope for future research can be focused on consumer's perception, awareness, and intention too.

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