

AN ANALYTICAL STUDY ON INFLUENCE OF AGE OF THE CONSUMERS ON MARKETING THROUGH MOBILE PHONE

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ABSTRACT

Mobile phone penetration is taking place in every nook of India. The quantity of applications has grown in recent years. In India, there are over 900 million cell phone subscribers, and this figure is expected to rise in near future. The main reasons for this growth in Smart phones include lower handset costs, inexpensive mobile network charges, quicker bandwidth, and improved connection. The main aim of the study is to analyze influence of age of the consumers on marketing through mobile phone. The research concluded that there was a link between age and total impact on marketing through mobile phone and mobile banking perks revealed that there was a link between them. And most respondents aged 50 and up either disagree or strongly disagree that they profit from marketing via mobile phone or mobile banking. The study will help analyze the role of Marketing through Mobile phone and Mobile Banking on various behaviour of the banking consumers cross referencing it with age factor.

Keywords: Banking consumer, mobile phone marketing, SMS, MMS, App-based marketing

INTRODUCTION

Marketing through mobile phone is any advertising activity that promotes products & services using mobile devices such as tablets & smartphones. This type of marketing makes advantage of mobile technology characteristics such as location services to adapt marketing campaigns to an individual's location. It is a method of using technology to provide individualized promotions of goods or services to a consumer who is always connected to a mobile phone. This type of marketing takes several forms, the most of which are-

SMS MARKETING

SMS Marketing is the use of text messaging to send marketing campaigns or transactional communications (SMS). These messages are intended to provide offers, updates, & notifications to users who have consented to receive them.[1] In many areas of the world, SMS marketing has evolved into an effective advertising channel. SMS marketing is commonly utilized and approved in a company's overall marketing strategy. While this has proven beneficial in developed nations, the sending of SMS without permission or agreement remains a concern in many other parts of world, since carriers sell database to corporations who use it to market products or services in order to generate additional money. In India, it's a different scenario; they've established a National Do Not Call Registry where callers may register their phone numbers to avoid receiving promotional or marketing calls.

With a lot of money spent on advertising throughout the world, SMS has become most prominent branch of Mobile Marketing sector. SMS messages are popular because they can be sent to any mobile phone, smartphone, or feature phone & may be read without requiring a Wi-Fi or mobile data connection. Inbound and outbound marketing strategies are used in SMS marketing. Inbound marketing focuses on generating leads when a consumer requests a specific product or service, but outbound marketing focuses on sending messages for other activities such as sales, promotions, contests, and a variety of service alternatives that may be accessed by SMS. SMS marketing is divided into five basic components-

SENDER ID

The sender ID is a name or number that identifies sender. Bulk SMS services are frequently used to convey promotional messages.

SHARED VIRTUAL NUMBERS- Shared virtual numbers are those that are used by several senders. They are often free services, but they cannot accept responses, and the number changes frequently without warning or agreement. Because they are shared, the recipients are frequently confused because they receive many promotional messages from the same number, making it difficult to choose. Shared virtual numbers may be useful for 2 factor validation text messages since recipients are frequently anticipating these text messages, which are frequently provoked by activities taken by recipients.

DEDICATED VIRTUAL NUMBERS- Dedicated Virtual numbers are used to avoid sharing numbers with other senders if the Brands as they provide unique identity and unique number which provides the receiver knowledge about the sender, it can also receive SMS reply which can provide data of interest, and there is also the option of using a specific dedicated number to provide the bulk SMS service. The numbers are priced, with the unique numbers commanding a premium. The provider can additionally select a number to associate with the specific service supplied; for example, Just Dial has a highly distinctive number for their services that is "88888 88888."

SHORT CODES- Short codes are comparable to specialized virtual numbers, however they are generally 5 to 6 digits long, depending on the region in which the service is offered. These numbers are typically used by governmental organizations and private businesses, and they are often more expensive. They provide very comparable functionality to a dedicated virtual number, but are short mobile numbers of 5-6 digits. They are favored since they have a higher output when it comes to transmitting promotional messages. Many businesses and brands have begun to use short codes as Mobile Domain names, allowing customers to connect with the brand during an event or in-store. [2]

CUSTOM SENDER ID- It is an alphanumeric sender ID with the ability to set a business name as sender ID. Although this is not available in all countries, it does support uppercase, lowercase, and digits. Senders are not permitted to utilize simply numbers since this might confuse the short codes. [3]

MESSAGE SIZE

The message size dictates quantity of messages delivered, which determines the cost of promoting a product or service. The shorter the messages, the greater the number of messages delivered, proving to be a cost effective technique of advertising. SMS messages are limited to 160 characters.[4] Messages that exceed the limit are separated and delivered in smaller messages, which are then recombined by phone of the recipient.

CONTENT STRUCTURE

Some special components that can be included in a text message are as follows:

UTF-8 characters: allow SMS messages to be delivered in many languages, special characters, or emojis.

Keywords: This is used to trigger an automated response

Links: These are used to track campaigns that employ short URLs to direct visitors to bespoke landing pages.

Interactive Elements: This includes any images, animations, sounds, or visual messages. While utilizing the above for SMS marketing, use a variety of message formats like as reminders for sale dates, event reminders, and MMS as a promotion of a new product or service.

SMS sales alerts: The most basic kind of SMS marketing is sale alerts. They are commonly utilized for clearance discounts, flash sales, & special promotions. Typical communications contain coupon codes as well as information such as expiration dates, items, & website links for more information.

SMS reminders: SMS Reminders are used to confirm the respondent's attendance at an event and to give expiry dates for promotions in which the receiver has expressed interest. are frequently employed in appointment-based sectors or for recurrent events.

SMS keywords: The sender can obtain any service by providing a specific short code to a designated virtual number. This functionality is also used to do other activities such as replying to a contest, sending an auto-response, supplying data to the sender, or taking part in an activity.

SPAM COMPLIANCE

Compliance exists in all countries, albeit it varies based on the country's laws. It is usually preferable to obtain permission from the sender before sending a text message to them. Permission is often gained by having them check a box on a form or on the company's website, or by having them agree orally on the recorded line. In most countries, SMS senders must identify themselves as their company name inside the first text message. Identification might be included in sender ID or message body copy. Spam rules may also apply to SMS marketing texts, which must include an opt-out mechanism.

MESSAGE DELIVERY

At its most basic, SMS is made up of different servers that communicate with one another; it employs Short Message Service Centre (SMSC), which employs a particular protocol known as Short Message Peer to Peer (SMPP).

MMS

MMS marketing is a type of mobile phone marketing that employs Multimedia Messaging Service to send enhanced text messages. MMS, often known as "image messaging," has several advantages over traditional SMS. These enhancements include picture support and greater character lengths in messages.

This sort of marketing is growing more popular among marketers since consumers' overall engagement with multimedia messaging has shown to be greater. MMS might be considered the "big brother" of SMS, however there are two crucial differences to be aware of. For starters, it enables the integration of rich media material such as photographs, video, and music. Text is the sole format supported by standard SMS messages. MMS communications have a substantially wider character limit than SMS messages. It can hold up to 1,600 characters of text, but SMS is limited to 160 characters.[5] Almost all firms in various sectors agree that employing MMS marketing services has a higher return on investment. In the current context, MMS are used for a variety of marketing purposes; the various methods employed by banks are listed below:

TARGETED CONSUMERS PROMOTIONS

Banks build groupings from acquired data and classify them into groups; the groups are further subdivided if necessary. Banks create these groups for MMS marketing promotions in order to maximize engagement and reduce unsubscribes because it is targeted to the correct individuals.

MOBILE REDEMPTION COUPONS

Bank coupons are another excellent approach for banks to employ MMS marketing services. MMS coupons have a considerably greater redemption rate than coupons linked to emails.

VIDEO TOURS OF NEW PRODUCTS OR SERVICES

Banks often employ MMS marketing with video to advertise their products or services by providing video tours of their products or services. Banks will also provide links to introduce any new product or service. Video tours can help you understand the product and services in more depth.

PUSH NOTIFICATION

Push notification marketing is a method in which vendors tell their target audience about services and products via mobile device notifications.[6] Push notifications are a popular advertising type that works for the majority of services and products. Senders can send promotional and transactional messages to their intended recipients. Transactional alerts inform clients of the current status of their orders. Brands utilize promotional alerts to market their products, raise brand recognition, and enhance sales. The Push notification is also used to keep customers up to date on the newest news, transmit essential information about brand apps, new features, and more. There are several reasons why Push Notification Marketing is significant, as noted below:

Increased Reach: Because the majority of people own or will own a smartphone, push notification marketing has increased its reach.

Safety: The push notifications are managed by Google API, ensuring the security of user information and preventing the sale of customer data.

Increased participation: Push notifications enable companies to entice visitors to return to their products or services. They keep customers interested by delivering them pertinent information, reminders, and regular updates.

Valuable Perceptions: Push notifications give significant statistics on user behavior and hence aid in the enhancement of marketing efforts. **Inexpensive communication channel:** It is one of most cost-effective methods of marketing products and services.

APP-BASED MARKETING

With the tremendous growth in number of smartphones, app consumption has also expanded dramatically. Over the previous several years, the yearly number of mobile app downloads has increased dramatically. Smartphone applications have been used as a marketing tool by the companies. Marketers want to increase the exposure of an app in a store, which will increase number of downloads. There is also a lot of fierce rivalry in this sector. It is no longer easy to govern the mobile application industry, as it is with other businesses. Most businesses have already recognized the potential influence of mobile apps on increasing contact between them and their target clients. With the rapid expansion & growth of smartphone industry, high-quality Mobile app creation is critical in order to get a solid position in mobile app store. Here are several App marketing models.

1. **Mode of embedded content** For most part, most Apps from App Store are currently free to download on the many platforms accessible; with these free downloading apps, developers benefit through in-app purchases or subscriptions.
2. **Advertisement setup mode** is a popular marketing mode in most apps that employs Banner advertisements, consumer announcements, or in-screen advertising. Users will be led to selected website & advertising material will be shown when they click. This model is more natural & draws consumers' attention fast.
3. **The user participation option** is most commonly used for website displacement & brand App. The firm publishes its own brand App to App store for people to download, allowing

them to more intuitively perceive product information. This mode enables consumers to have a nicer experience, allowing them to better grasp the product or service while also improving the Company's Brand Image.

4. The shopping website embedded mode is a business providing platform in the mobile App that allows customers to purchase and track their purchases. This strategy has supported the transition of conventional e-commerce businesses from physical shopping to various mobile Internet channels, which is an important way to employ mobile App for online & offline joint growth.

IN-GAME MOBILE MARKETING

There are basically three major developments in mobile gaming:

- Interactive real-time 3D games
- Massive multi-player games
- Social networking games.

There are several casual games, which are games that are really simple & easy to play. Most mobile games nowadays are such casual games, & this may continue for some time. Companies are already embedding advertising messaging into mobile games or sponsoring whole games to encourage user loyalty. Mobile game advertising is a term for this form of marketing. Advertisers pay to have their brand or product shown in mobile games through in-game mobile marketing. Racing games, for example, can include genuine automobiles built by Ford, Chevy, or any other car manufacturer. Advertisers have been both innovative and combative in their efforts to gradually integrate advertisements into mobile games. [7] Although the investment in mobile marketing tactics like this is slightly more than that of a mobile app, a solid method may generate considerable income for the company. Users who encounter this advertisement are more likely to recall the brand involved. This enhances the likelihood that they will promote them to their friends & acquaintances & share them on other social networks. One type of in-game mobile advertising is what allows gamers to play. It also allows customers to test the material before installing it. Casual users that play games on their mobile devices are drawn in by this form of marketing.

These advertisements blur the barriers between game and advertisement, providing gamers with a more robust capacity that allows them to spend their time interacting with marketing. This type of advertisement is not only interesting, but it also provides various benefits to advertisers, such as higher conversion rates because it is interactive & has faster conversion speeds than traditional advertising. Furthermore, games might have a higher lifetime value. They anticipate consumer's quality in order to deliver a more in-depth experience, therefore this sort of advertising may be more successful in increasing user stickiness than advertising channels like as stories & video.

LOCATION-BASED MARKETING SERVICES

Location-based marketing is a marketing method that leverages a mobile device's location to notify the owner of a nearby company about an offering.[8] Banks can provide customised banking services depending on the location, behavior, available balance, profile, and other client attributes of their customers. They may also send location-aware messages to consumers to inform them about their loyalty program, surveys, and new financial goods and services.

RELATED LITERATURE REVIEW

Dewan and Dewan (2009) performed a survey in one of Bangladesh's big areas to determine the preferences of 500 young customers who used mobile phones and were between the ages of 18 and 30. According to research, the mobile phone is the preferred banking channel among urban youth over bank branches, ATMs, the Internet, and other other choices. They typically utilize such services to monitor their account balances and recent transactions.[9]

Kamini, Bhatt, & Jain (2011) investigated consumer knowledge & impression of mobile banking with relation to the following I Inclination to utilize mobile banking. (ii) Identifying mobile banking service acceptability. (iii) Changes in consumer interface patterns with banks as a result of growth of mobile banking by gathering samples from the state of Gujarat. The researcher employed the convenience sample approach to collect primary data from 13 distinct locations in Gujarat utilizing a structured Interview Schedule. The final sample size was 1625 persons between ages of 18 and 65, and it was discovered that the propensity to utilize mobile banking services is depending on different characteristics such as the respondent's gender, qualification, and income.[10]

K. Sudhakar (2013) examined that the most innovative marketing approaches are well recognized to build penetration & depth in consumer grasp, which has remained almost unattainable for many succeeding ages. Marketing theory and practice have advanced significantly. This is highlighted by global economic and social dynamics such as globalization, technological improvements, deregulation, market fragmentation, electricity consumer switching, and so on. Marketing originated and began to deepen in industrialized economies, both as a science & as a practice. The retail marketplaces were also distinguished by a plethora of products & services designed to enable consumers to select product most suited to their own need.[11]

Hadadi & Almsafir (2014) conducted study on younger age group and discovered that several forms of mobile marketing, such as SMS/MMS, mobile applications, QR Code, location-based, & mobile banner advertisements, had a significant association with customer relationship management (CRM). It was also suggested that youngsters are more ready to find new apps that might meet their demands and expectations.[12]

Nidhi Singh (2017) highlights relevance of suggested model & its efficacy in understanding behavior of North Indian customers. The findings indicate a considerable relationship b/w customer perception, preference, usage, & satisfaction. The study's most influential variables are security, trust, and hedonism. Gender and age are two demographic characteristics that impact customer satisfaction and adoption of mobile wallets in North India.[13]

According to the Saima Khan et al. (2017) study, a structured questionnaire was distributed to around 500 respondents aged 18 to 39 years from six Indian metropolises. A total of 448 questionnaires were determined to be suitable for confirmatory factor analysis (CFA) and route analysis. The findings demonstrated that brand awareness & brand loyalty had a greater effect on brand equity than brand associations and perceived quality.[14]

Japneet Kaur et al. (2020) study the elements that influence customers' behavioral intentions regarding use of payment banks in India. The study's conceptual framework is built on the integration of a technological acceptance model with initial trust, enabling conditions, & social impact. The study also investigates moderating effects of age, income, & self-efficacy on correlations b/W dependent variable & the corresponding predicted variable.[15]

Shubhangi Singh et al. (2020) discovered that social influence had a strong negative affect on behavior intention to utilize FinTech services. Actual usage is heavily impacted by convenience of use & social influence, but not by = behavior intention or perceived utility. Technological features and digital activity have a substantial influence on behavioral attributes. Furthermore, age has a major impact on older consumers' perceptions of security.[16]

AIM OF THE STUDY

To understand the kind of correlation between age and marketing through mobile phone with respect to Banking Consumers

HYPOTHESES

H1: There is a correlation b/w age of the consumers & marketing done through mobile phone.

H0: There is no correlation between age of the consumers and marketing done through mobile phone.

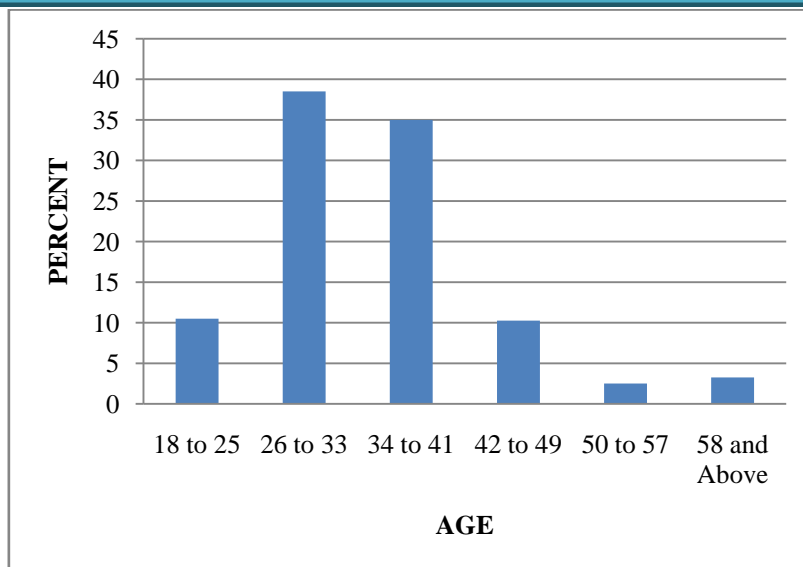
RESEARCH METHODOLOGY

The survey has different limitations in terms of the geographical extent in the scope of the research work and the study areas. Due to the need for precise work in limited resources, the researcher has defined his field of work as follows. The research study conducted in Navi Mumbai region. Banks and consumers of banks having mobile phones were questioned in a systematic manner using the interview schedule. The target group people who have bank accounts and also have mobile phones. Respondents were targeted outside the branches of the bank for various activities carried out by them including financial and non-financial transactions. The interview schedule were expanded to understand the rationale for using marketing through mobile phones as a marketing strategy for banks as well. Interview schedules were put to the test by distributing them to 200 responders. Following collection of data from primary and secondary sources, a series of closely connected activities are performed, including the formation of categories, application of these categories to raw data via coding & tabulation, & the drawing of statistical inferences. Because some of data obtained was in discrete categorical form, a basic percentile analysis of data was performed and tallied. The frequency of occurrence and reactions to the various factors are analysed. Cross tabulation analysis of several variables is performed to understand relationship b/w variables. The Chi-Square test is thought to be useful for testing hypothesis of data in different categorical form. For data analysis, the SPSS 21.01Version (Statistical Package for Social Sciences) was utilised. To create graphs and administer databases, Microsoft Office Excel & Microsoft Office Word were utilised.

DATA ANALYSIS

TABLE 1 AGE OF THE RESPONDENTS

	AGE	FREQUENC Y	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Valid	18 to 25	21	10.5	10.5	10.5
	26 to 33	77	38.5	38.5	49.0
	34 to 41	70	35.0	35.0	84.0
	42 to 49	21	10.5	10.5	94.5
	50 to 57	5	2.5	2.5	97.0
	58 and Above	6	3.0	3.0	100.0
	Total		200	100.0	100.0



GRAPH 1: AGE OF THE RESPONDENTS

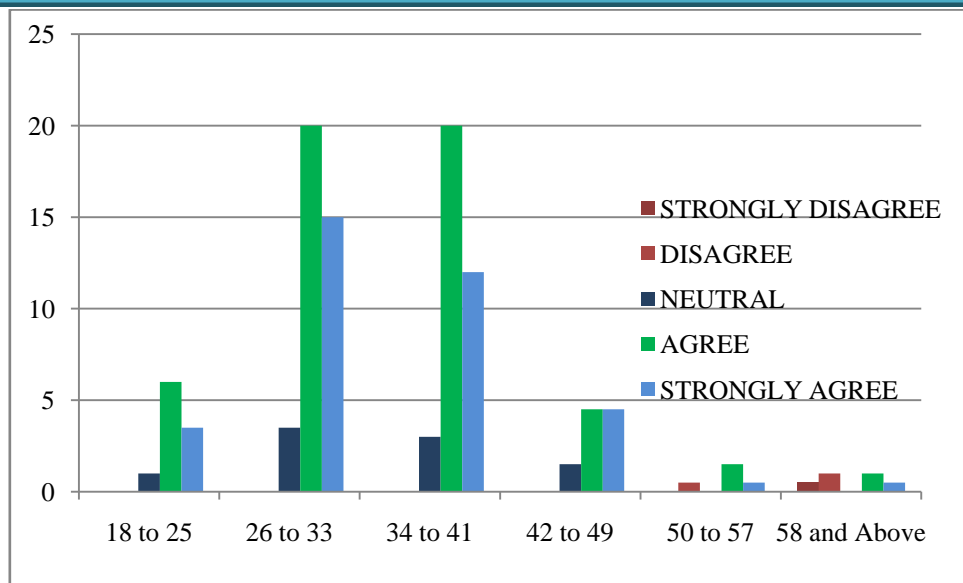
The respondents' ages were divided into five categories, with the frequency and percentages displayed in the table. 10.5 percent of respondents were b//w ages of 18 & 25, while 38.5 % were between the ages of 26 and 33. 35% of those polled were between the ages of 34 and 41. 10.5 percent of those polled were between the ages of 42 and 49. 2.5 percent of respondents were between the ages of 50 and 57, while 3.0 percent were between the ages of 58 and above.

TABLE 2 AGE AND OVERALL IMPACT OF MARKETING THROUGH MOBILE PHONE CROSSTABULATION

AGE	OVERALL IMPACT OF MARKETING THROUGH MOBILE PHONE					TOTAL
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	
18 to 25	0(0.0)	0(0.0)	2(1.0)	12(6.0)	7(3.5)	21
26 to 33	0(0.0)	0(0.0)	7(3.5)	40(20.0)	30(15.0)	77
34 to 41	0(0.0)	0(0.0)	6(3.0)	40(20.0)	24(12.0)	70
42 to 49	0(0.0)	0(0.0)	3(1.5)	9(4.5)	9(4.5)	21
50 to 57	0(0.0)	1(0.5)	0(0.0)	3(1.5)	1(0.5)	5
58 and Above	1(0.5)	2(1.0)	0(0.0)	2(1.0)	1(0.5)	6
Total	1	3	18	106	72	200

TABLE 3 CHI-SQUARE TEST

	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	162.573a	20	.000
Likelihood Ratio	56.632	20	.000
N of Valid Cases	200		



GRAPH 2 AGE AND OVERALL IMPACT OF MARKETING THROUGH MOBILE PHONE CROSTABULATION

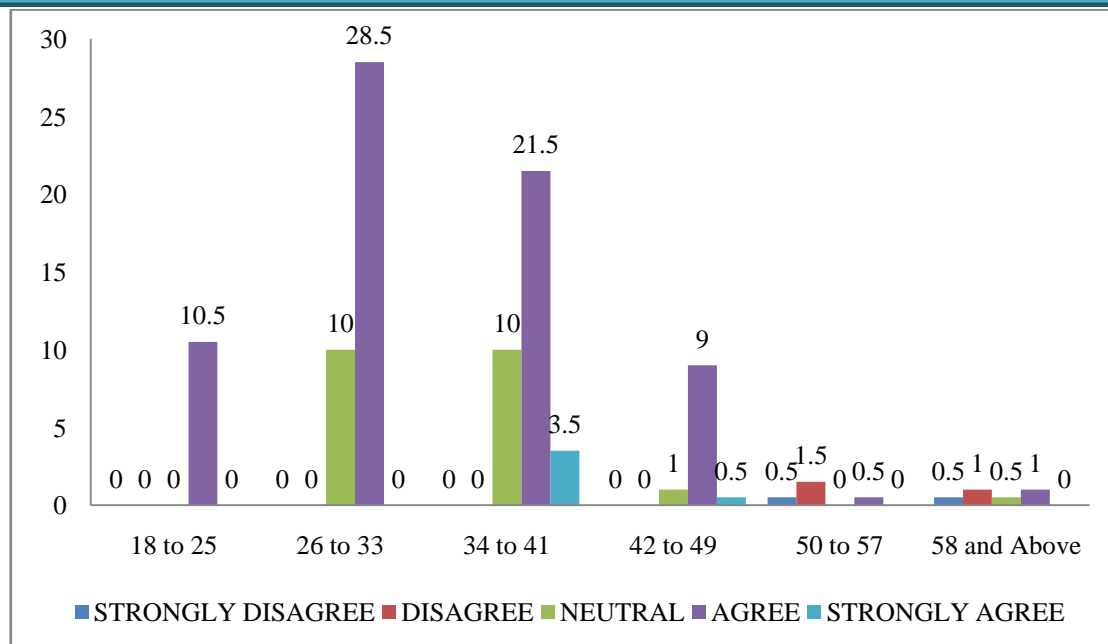
Because the p value is less than 0.05 (i.e. 0.000) and chi-square test result is more than the table value of 31.410 (i.e. 162.573), a correlation between age and overall influence on marketing through mobile phone may be created in the chi-square table.

TABLE 4 AGE AND MOBILE BANKING BENEFITS CROSTABULATION

AGE	PROVIDES BENEFIT					TOTAL
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	
18 to 25	0(0.0)	0(0.0)	0(0.0)	21(10.5)	0(0.0)	21
26 to 33	0(0.0)	0(0.0)	20(10.0)	57(28.5)	0(0.0)	77
34 to 41	0(0.0)	0(0.0)	20(10.0)	43(21.5)	7(3.5)	70
42 to 49	0(0.0)	0(0.0)	2(1.0)	18(9.0)	1(0.5)	21
50 to 57	1(0.5)	3(1.5)	0(0.0)	1(0.5)	0(0.0)	5
58 and Above	1(0.5)	2(1.0)	1(0.5)	2(1.0)	0(0.0)	6
Total	2	5	43	142	8	200

TABLE 5 CHI-SQUARE TEST

	VALUE	DF	ASYMP. SIG. (2- SIDED)
Pearson Chi-Square	298.845a	20	.000
Likelihood Ratio	147.475	20	.000
N of Valid Cases	200		



GRAPH 3 AGE AND MOBILE BANKING BENEFITS CROSTABULATION

Because the p value is less than 0.05 (i.e. 0.000) and chi-square test result is more than the table value of 31.410 (i.e. 298.845), a connection between Age and Mobile Banking may be created in the chi-square table.

HYPOTHESIS OUTCOME

TABLE 6 OUTCOME (AGE GROUP 18 TO 49)

SR.NO	STAKEHOLDER	STRONGLY AGREE	AGRE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
1	Banking Consumer	70	102	17	0	0	189

TABLE 7 CHI-SQUARE CALCULATION FOR HYPOTHESIS

Oij	Eij	(Oij-Eij)	(Oij-Eij) ²	(Oij-Eij) ² /Eij
70	37.8	32.2	1036.84	27.43
102	37.8	64.2	4121.64	109.04
17	37.8	-20.8	432.64	11.45
0	37.8	-37.8	1428.84	37.80
0	37.8	-37.8	1428.84	37.80
Chi Square Calculated Value				223.52

The researcher tested the aforementioned data at a 5% significance level. The computed chi-square value for the above data, 223.52, is larger than the table value of 222.076 on 350 degrees of freedom. As a result, the Null Hypothesis is rejected for the age range 18 to 49.

TABLE 8 OUTCOME (AGE GROUP 50 AND ABOVE)

SR. NO	STAKEHOLDER	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
1	Banking Consumer	2	5	1	2	1	11

TABLE 9 CHI-SQUARE CALCULATION FOR HYPOTHESIS

Oij	Eij	(Oij-Eij)	(Oij-Eij) ²	(Oij-Eij) ² /Eij
2	2.2	-0.2	0.04	0.02
5	2.2	2.8	7.84	3.56
1	2.2	-1.2	1.44	0.65
2	2.2	-0.2	0.04	0.02
1	2.2	-1.2	1.44	0.65
Chi Square Calculated Value				4.90

(Note- O = observed value, E = expected value)

The researcher tested the aforementioned data at a 5% significance level. The computed chi-square value for the above data, 4.90, is less than the table value of 19.675 on 11 degrees of freedom. The Null Hypothesis for this age group of 50 and above is accepted, saying that there is no influence of mobile phone marketing on this age group.

CONCLUSIONS

The research concluded that there was a link between age and total impact on marketing through mobile phone, according to the results of a cross tabulation. The results of a cross tabulation between age and mobile banking perks revealed that there was a link between them. And most respondents aged 50 and up either disagree or strongly disagree that they profit from marketing via mobile phone or mobile banking. They claim that there are several challenges to adopting new technology, ranging from learning new gadgets to remembering passwords. Customers aged 50 and up said that marketing through mobile phone did not aid them in their decision-making process.

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