How Smartphone Advertisements Influence Customer’s Purchase Decisions

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Abstract:

In the most recent decade, the utilization of cell phones has developed relentlessly. The manner in which customers collaborate with brands has changed inferable from the availability of web association on cell phones, and omnipresent portability. It is pivotal to comprehend the variables that rouse shoppers to associate with cell phone promotions and in this way what invigorates their choice to buy.

As per IANS (Indo-Asian News Service), India sees a record of 36.9 million Smartphone shipments in quarter 2 and Xiaomi keeps on being the main Smartphone brand of India in 2018 also. Over 1.5 billion advanced mobile phones were sold a year ago, with 1.3 billion of them being android gadgets. It was trailed by 215 million iOS gadgets and 1.5 million advanced cells utilizing other working frameworks, for example, windows telephone and Blackberry. India is the second biggest Smartphone showcase on the planet after China. It has quite recently outperformed 430 million advanced mobile phones clients. One Plus—which developed 58% year on year was the quickest developing premium Smartphone brand. This features while India is a quickly developing Smartphone showcase.

Keywords: Smartphone, Advertisements, IANS, Influence.

1. INTRODUCTION

Cell phones have become fundamental components of a correspondence. Indian versatile showcase has seen a change in perspective and developed as the quickest developing business sector for portable handsets all around. Customers are indicating an inclination for cell phones as it is being utilized for an assortment of purposes. In the most recent decade, the utilization of cell phones has developed consistently.

It is critical to comprehend the components that inspire shoppers to communicate with Smartphone notices and in this manner what invigorates their choice to buy.

The point of the present examination is to research the variables that influence customer purchasing conduct towards cell phones. Given the information gathered from 144 respondents, we observationally tried the applied model utilizing SPPS programming the outcomes demonstrated that publicizing esteem, brand imaginativeness, brand picture, and brand faithfulness impacts buy expectation. The examination gives results that enable advertisers and publicists to see how Smartphone commercials add to shopper buy expectations. This investigation knows the variables which impact the purchaser to buy Mobile Phones. This investigation knows the purchasing conduct of the purchaser while picking Mobile Phones. This investigation additionally realizes the purchaser's fulfillment level towards various marked cell phones.

This exploration study additionally knows the purpose behind the disappointment of the purchaser.
2. ABBREVIATION AND ACRONYM

IANS (Indo-Asian News Service) IANS is a private Indian news agency. The IANS was founded by Indian American publisher Gopal Raju as the India Abroad News Service. It was later renamed the Indo-Asian News Service.

3.1 Population and Sample

Convenience Sampling implies that the testing units are Accessible, Convenient, simple to gauge and understandable. Considering the accessibility factor, all over India was chosen for the study. A size of 144 respondents was chosen for the study and the samples chosen were random respondents, for which convenience sampling has been adopted.

3.2 Data and Source of data

The study was conducted on the random respondents to collect the relevant data. Collection of Primary data was done through questionnaire.

3.3 Theoretical Framework

Advertisements are the most significant factor in making brand inclination and huge aggregates are spent on promoting. Be that as it may, numerous hindrances may limit promotion impacts on brand choice. There is a connection between buyers' introduction to publicizing and their likelihood to purchase the promoted ones.

Some looked into the point that how Smartphone commercials impact clients' buy expectations.

At the point when we apply Media Dependency Theory with regards to cell phone Advertisements, we can find that the people rely upon the camera, structure, cost of the Smartphone. The more the keen highlights, the more the cost of the item, the more your status increment and in this way it builds your incentive in the general public. In any case, expanded reliance on cell phones Advertisements to satisfy one's needs will prompt cell phone Ad effects affecting people.

4. RESEARCH METHODOLOGY

Primary data includes structured interviews, discussion and direct observations. Secondary data information was gathered from the accessible sources like diaries, articles, journals and site. A sample test of 144 respondents was conducted. Tools for data collection involved survey through questionnaires. Response was collected through Google document.

A Likert scale 5-point is used in the set of responses for closed-ended questions. In each question, the respondents had to assess in a five-point Likert scale (strongly disagree – strongly agree).
5. RESULTS AND DISCUSSIONS

- 71.5% respondents belongs to age group 21-28 years of age, 25% of respondents belongs to age group 15-21 years of age, 2.1% respondents belong to age group, 1.4% of respondents belongs to age group above 35 years of age.
- 51.4% of respondents are female and 48.6% of respondents are male.
- 55.6% respondents consider features, 30.6% respondents consider quality, 11.6% consider price and remaining 2.1% consider design criteria.
- 31.9% respondents prefer One Plus, 25.7% respondents prefer apple, 18.8% respondents prefer Samsung and remaining 23.6% prefer other Smartphone’s.
- 40.3% respondents agreed that their brand loyalty get affected by the kind of after sales service, 30.6% are neutral, 11.8% are strongly agreed, 9% disagree and 8.3% strongly disagree to this point.
- 33.3% respondents are neutral that brand innovativeness increase technical complications and hence can reduce the sales of the brand, 31.9% disagreed, 26.4% agreed, 5.6% strongly disagreed and 2.8% strongly disagreed.
- 41.7% respondents agree that they don’t think about the price to be paid if the Smartphone is highly innovative, 22.9% disagree, 22.9% neutral, 6.3% strongly disagree and 6.3% strongly agree.
- 59% are neutral that brand innovation helps in creating market trends all the time, 20.1% neutral, 13.9% strongly agreed, 4.9% disagrees and 2.1% strongly disagree.
- 49.3% agreed that while making purchased decision their decision is quite influenced by their family/friends, 22.9% are neutral, 13.9% disagreed, 7.6% strongly agreed, 6.3% are strongly disagreed.
- 34% respondents disagreed that while making purchase decision, they prefer price over quality not quality over price, 23.6% are neutral, 22.2% agreed, 15.3% strongly disagreed.
- 34% respondents agreed that the continuous advertisement of brand makes my purchase decision faster, 29.9% disagreed, 25% are neutral, 10% are strongly disagreed and 7% are strongly agreed.

Research Gap

The in depth review of related literature revealed that majority of the studies was conducted keeping the effectiveness of advertising as the locus of research and focused on specific aspects and outcomes of advertising. The brand loyalty, brand innovativeness plays a pivotal role in transforming the viewers into consumers. The consumer’s image for the brand, brand loyalty and brand innovativeness towards Smartphone advertisement conglomerate to form the consumers’ perception. Hence, the researcher decided to study “how Smartphone advertisements influence consumer purchase intentions”.

6. CONCLUSION

In Tashrifa Haider, Shadman Shakib (2017) research article four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour. This study can be helpful for marketers to understand what triggers a consumer’s intention to purchase. They can determine which element in advertising is most effective and which has comparatively lower impact.

In the research article given by R. Sunderaraj, it is stated that the present era witnesses the revolutionary change in the trend of marketing. Online marketing is the source which saves us time and cost and another reason is availability of variety of products. Since the product is not available for physical verifications only advertisements are a source to influence and it influences and attract the consumers. The role of advertisement is important in influencing the buying behaviour of the consumers. The advertising should be genuine, correct and serve the informational needs of the consumers. The companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perception of the consumers instead they should use new ways of sales promotion or other mediums for changing the perception of the people. It will be easy for any company to change the buying behavior of consumer by creating awareness and building strong perception in the mind of their customers.

Suggestions:

In the research article given by R. Sunderaraj, it is suggested that one good advertisement is enough to influence consumers in their age group.

• It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making.

• It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands.

• More product information should be given in the website regarding the product. Since physical feel of the product is not available.

Dr. Anil Vashisht suggested that it could be the demographic factors, product attributes and market stimuli do influence the smart phone purchase by consumers. Also, choice of product attributes as well as the influence of different types of market stimuli is many a time dictated by these demographic factors. While designing the marketing program for smart phones, companies should take into account the age group requirements, gender
preferences. Segmentation of market along the lines of these variables will certainly help boost the market prospects.

A, U. Dinesh kumar suggested that possession of mobile phones is high among youth. They should give more attention to after sales services. Mobile companies should do marketing by taking female celebrities in their advertisements so to tap the female customer also. Create a new niche for extremely basic phones, as some people do not care about features. Many handsets have a low ring volume. Especially in a country like India where crowds and noises are the common features, a loud ring is necessary.

Some attractive warranty packages should be given to lure buyers. The introduction of 3G mobile facility is expected to create a boom in the mobile market. New services offered by the service providers in 4G would be an added attraction. Service providers should start offering good value for money schemes in 4G mode. There are cheap mobile phones available for very low price and countries like China and Korea manufacture them mostly.

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APPENDIX

QUESTIONNAIRE

1. Age Group *
   Mark only one oval.
   
   a) 15-21
   b) 21-28
   c) 29-35
   d) Above 35

2. Gender *
   Mark only one oval.
   
   a) Male
   b) Female

3. Which is your preferred Smartphone brand? *
   Mark only one oval.
   
   a) Apple
   b) Samsung
   c) One plus
   d) Any other

4. What is the main criteria you consider while purchasing a Smartphone? *
   Mark only one oval.
   
   a) Quality
   b) Price
   c) Design
   d) Features

Brand Loyalty

1. My brand loyalty get affected by the type of after sales services.
   
   a) Strongly disagree
   b) Disagree
c) Neutral
d) Agree
e) Strongly Agree

2. I react quickly by seeing advertisement of my preferred brand on social media.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

3. I prefer to buy other products offerings of my favorite brand also, other than mobiles.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

5. I’ll switch to other Smartphone brand, if it offers Smartphone at low price and good features.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

5. I would like to purchase smart phone from the same brand every time.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

Brand Image

1. My brand image towards the company changes on the basis of celebrity endorsement.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree
2. I associate that Smart phones which are high priced have good brand image.
   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

3. I believe that company sponsorships help them building a strong brand image.
   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree

4. I think that my preferred Smartphone brand gets good mouth of publicity.
   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

Brand innovativeness

1. Brand innovativeness helps in creating customer satisfaction and brand loyalty.
   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

2. Brand innovation increase technical complications and hence can reduce the sales of the brand.
   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree
3. I don’t think about the price to be paid if the Smartphone is highly innovative.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

4. Brand innovation helps in creating market trends all the time.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

Intend to Purchase

1. While making purchase decision, my decision is quite influenced by my family/friends.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

2. I mostly prefer to wait for the festive season to buy the Smartphone.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

3. The continuous advertisement of brand makes my purchase decision fast.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree

4. While making purchase decision, I prefer price over quality not quality over price.

   a) Strongly disagree
   b) Disagree
   c) Neutral
   d) Agree
   e) Strongly Agree