

A STUDY ON IMPACT OF MOBILE ADVERTISING ON CONSUMER PURCHASE DECISION

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ABSTRACT:

Advertising has become the essence of marketing. With the help of mobile phone advertising the marketers communicate to customers easily. The means are SMS, MMS and other Services available. The fact is that youngsters are tomorrow's potential consumers, so there is a need to prepare youngsters to consider different consumption patterns. This paper focuses on the usage of mobile for brand awareness and impact of mobile advertising on the youngsters purchases decision and suggest recommendations to the company based on the study. It is an empirical study where primary data is collected through a sample of 100 college students who are respondents. Convenient sampling was adopted. The analysis of the same has been done using percentage analysis. It is concluded that most of the youngsters say that the information in the mobile advertisement affects their purchase decisions.

Keywords: Mobile Advertising, Purchase Decision, Branding

INTRODUCTION

Mobile advertising provides customers or potential customers using smartphones with personalized, time- and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go. Mobile is the future of advertising, but really the era of mobile has already arrived. If you're not implementing some kind of mobile advertising strategy, you're already trailing behind.

LITERATURE REVIEW

The Mobile Marketing Association (MMA) states that Mobile Marketing is the use of wireless media as an integrated content delivery and direct response vehicle within a cross media or stand alone marketing communications program. Mobile marketing has emerged from the internet revolution, and has become extremely topical among marketers. According to the overview of mobile industry by the MMA, mobile telephony is one of the first new channels to arise in over 50 years, to have quickly become a primary means of reaching out to our customers. Similarly, the Wireless Advertising Association (WAA) defines mobile marketing as sending advertising messages to mobile devices such as mobile phones or PDAs through the wireless network. Another definition of mobile advertising is to transmit promotional messages to consumers in the form of time and location sensitive, personalized information through using interactive mobile media. In short, mobile advertising is the communication of information about products, services or ideas using mobile devices. The web's interactive and quick response capabilities via mobile phones have definitely helped them to become a direct marketing channel. Cyriac Roeding, European chair of the MMA suggests that, mobile advertising will be one of the most important revenue generators for mobile operators. Moreover, the high penetration rate of mobile phones has contributed towards the increased delivery of advertisements for products and services.

I. STATEMENT OF THE PROBLEM

The paper aims find out how mobile advertising has influenced the purchase decision of youngsters. So the statement of this research article would be "Impact of Mobile Advertising on Consumer Purchase Decision."

II. SCOPE OF THE STUDY

Today's consumers are very knowledgeable and they have access to all the information. They have all the information they want. The consumers don't compromise on the quality of products purchased and used by them. The paper intends to study the effectiveness of Mobile Advertising among youngsters. The target group for this study is youngsters i.e., the respondents of the age group of 18-25.

IV. OBJECTIVES OF THE STUDY

The primary objective of the study is to find out the impact of Mobile advertising on youngsters. The other objectives are:

1. To understand whether the respondents have accepted Mobile advertising.
2. To Analyze the data give suggestions and make conclusions based on the study.

V. RESEARCH METHODOLOGY

The data used for the study has been collected from both primary and secondary sources. Primary data has been collected through structured questionnaire containing 20 questions from respondents within Hyderabad district based on convenient sampling. The secondary data has been collected from various research Journals, books and magazines.

VI. SAMPLE SIZE

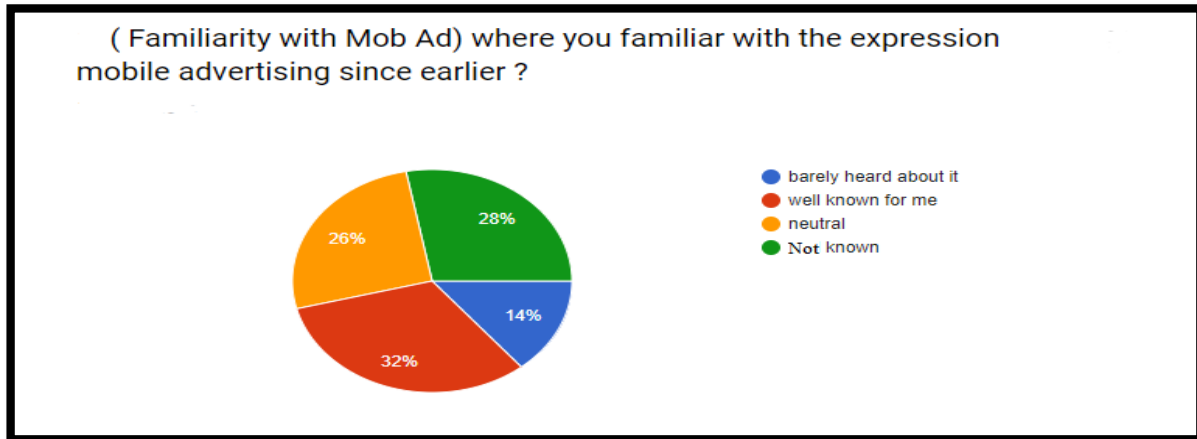
Sample size is expected to be 100 respondents.

VII. LIMITATIONS OF THE STUDY

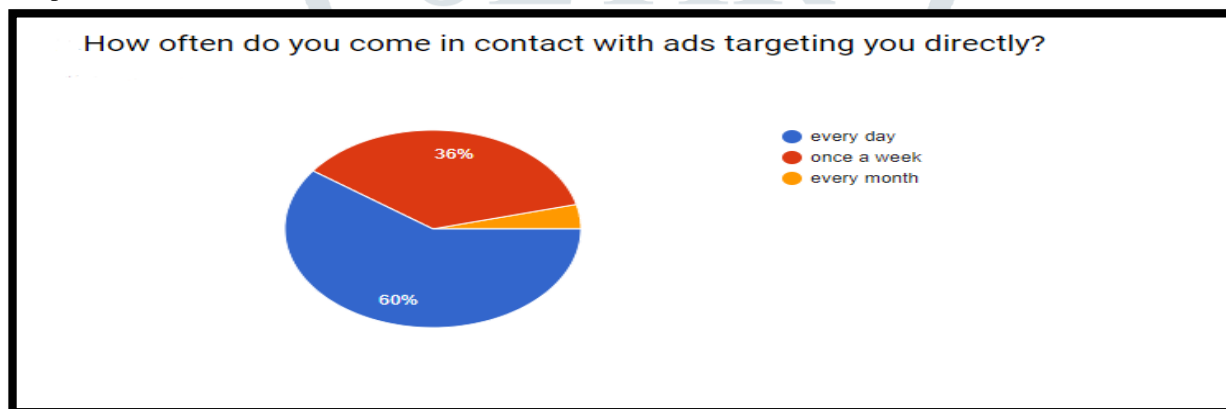
- ❖ The study is limited to Hyderabad District only.
- ❖ The study is limited to particular period of time.
- ❖ The sample size considered for the study is only 100 due to time constraints.

VIII. ANALYSIS OF DATA

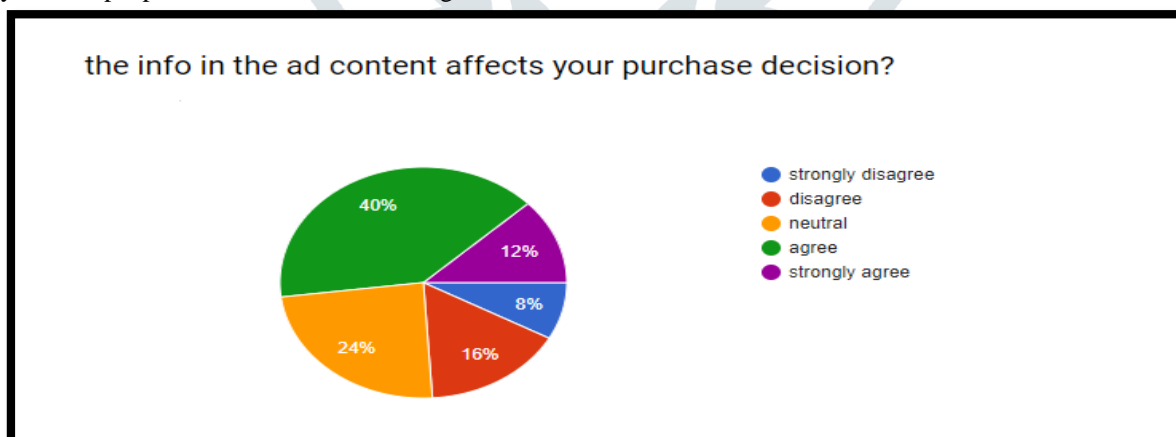
It has been inferred from the study that it improves the purchase decision of consumer.



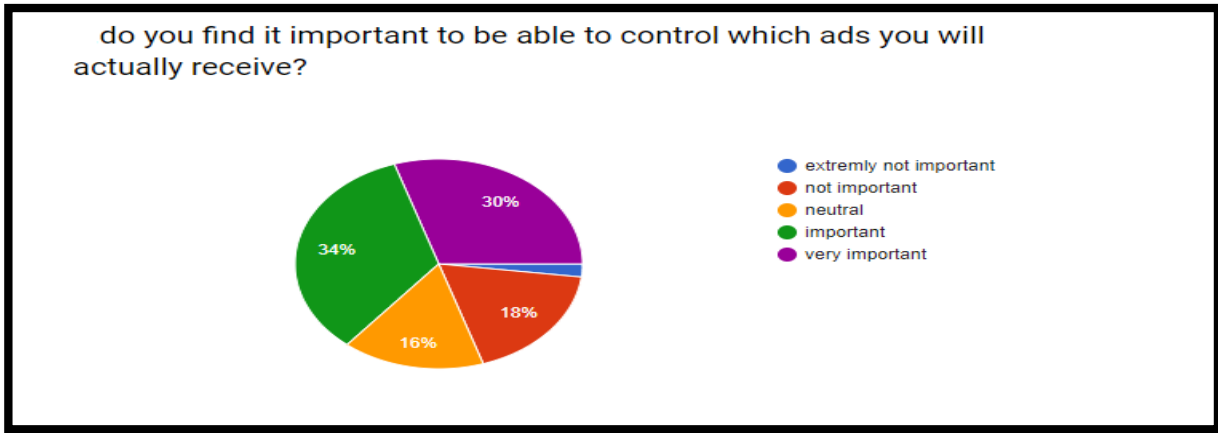
28 % of respondents were not well known about the mobile advertisements and 32% of them were familiar about them.



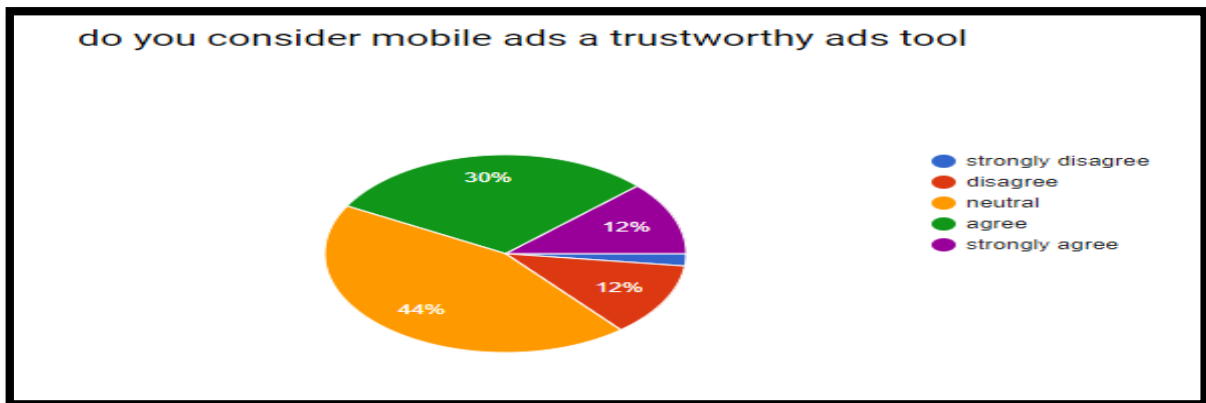
Every day 60% of people come in contact with targeted mobile advertisements.



From the study it is found that majority of the respondents think that the information in the mobile advertisement affects their purchase decisions.

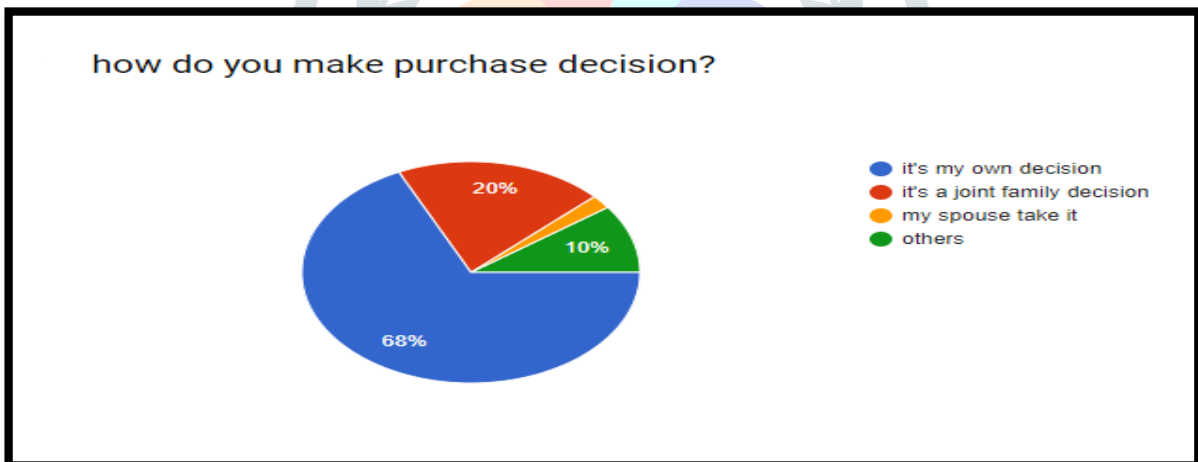


When asked 64% of the respondents want control on the advertisements they receive; 16% of them were neutral and 20% of them said that they didn't find it important.

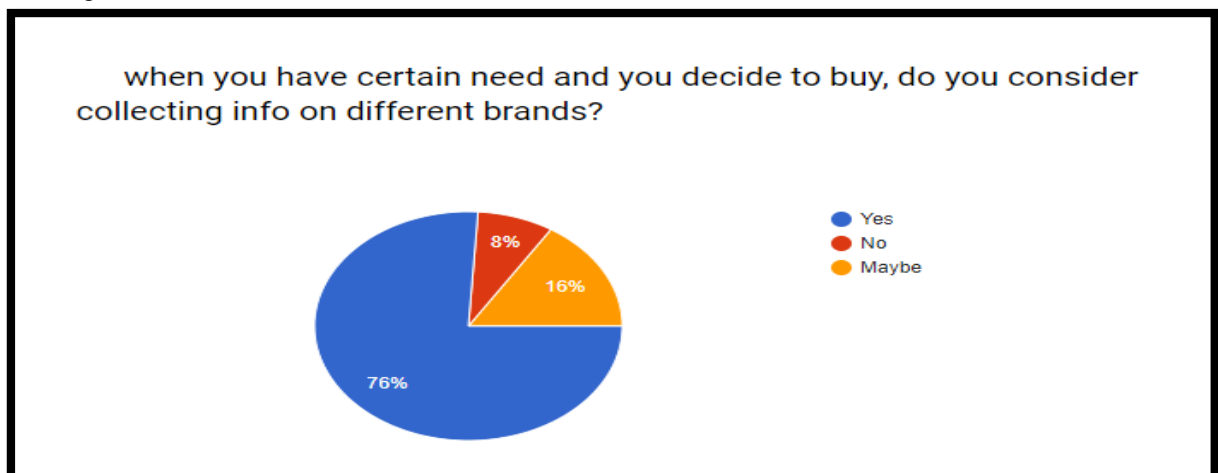


The study infers that

- Consumers find that mobile advertising is trust worthy



According to survey conducted 68% of them take their own purchase decisions; 20% of them said that their family is involved in decision making.



In this situation 76% of the responders answered that they consider collecting data from different brands when they decide to purchase something.

IX. OTHER FINDINGS

- Most of the consumers do want to receive ads on mobile
- the respondents say that they should have control over the timing when to receive ads on their phones.
- people are ready to receive monetary benefits in order to receive advertisements
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X. SUGGESTIONS

- Mobile advertising has a positive impact and this should be exploited by both the producers and consumers for efficient results.
- Advertisements should not be against the values of our society

XI. CONCLUSION

Consumers are considered as king of the market and so the marketers are expected to identify the needs of the consumers and develop an appropriate marketing strategy based on the need .it is also necessary that marketers should not exploit the consumers. Consumers of today are expecting the best from their sellers, they always compare their products based on different criteria. They also receive information about each product at their fingertip. So it's essential to practice aggressive marketing without disturbing the privacy of the customers. India is a developing country is considered not having proper access to technology and as a result, mobile advertising can be useful for those products that are used by semi-urban and urban areas. There is also no scope for mobile advertising in rural areas where the people are illiterate and people do not actually depend on electronic gadgets to make purchase decisions. There is a need for the producers to ensure that the marketing technique used is modern and at the same time it should cover the needs of consumers.

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