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Impact of Mobile as a Medium of Advertisement

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Abstract: Mobile advertising is a young, fast-growing part of marketing communication. The growth of mobile services is creating many opportunities in business, like mobile devices allowed organization to connect directly with the customers without any time or location obstacles. Mobile advertisements interact with customers individually through the use of mobile device. The research aims to understand consumer acceptance of mobile advertising that is available to consumers having mobiles phones. The study aims to find out the type of customers who accepts different modes of mobile advertising.

Keywords: Mobile, Advertisement, SMS, Push Notification, Tele density.

I. INTRODUCTION.

A mobile device is a small handheld device which is made for the portability. Mobile devices are very light in weight and compact. They have various features such data storage, processing power and display technologies which enables them to do anything that have been done by the large personal computers.

Advertising is a way to convey a message to the public. In other words advertising is method to imprint a positive image about the company, brand, product or service. It is also used to maintain the existing demand of any product. The aim of the advertisement is to create and maintain demands among the customers. This is achieved by showing the public how much easier their life would be if they buy that product [1].

In addition to the creation of the mobile phones containing various features, the developments in mobile technology have particularly enabled mobile phones to be improved and differentiated. While these utilized improved multimedia features, they also made the internet applicable. Due to mobile devices providing opportunities such as text, video and voice communication to consumers and enabling them to be online anywhere, purchase decisions of consumers shifts from fixed devices to mobile devices in terms of communication resources [2]. Mobile advertisement plays a very important role in the success of any organization. Now organizations can directly interact with the customers. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is forecasted to reach millions of users in the next decade. Thus, research on mobile advertising would impact greatly on the way business is done [3].

We live in a world where there are more tablets and mobile phones than personal computers. After a decade from now, everyone will have their own smart phone, very powerful and user friendly than the best computers present today. Due to the fastest growth in the mobile, means of communication has brought a new channel of communication for marketers to reach their customers [4]. Mobile advertising is very inexpensive and can highly target towards a certain individual.

According to the TELECOM REGULATORY AUTHORITY OF INDIA, there were total was 1058.86 million users out of which 1033.63 million were wireless subscriber base recorded as increase of 63.74 million in year 2015-16. From 31st march 2015 to 31st march 2016 the wireless subscribe was registered a growth of 6.75%. Figure no 1 shows the increase in wireless subscribers in past 6 years [5].

The research paper is arranged as follows, chapter 1 contains the methodology. Chapter 2 contains all the modes of advertisement used in mobile advertisement. Chapter 3 contains the result of the paper. Chapter 4 contains the outcome and chapter 5 contains the conclusion.

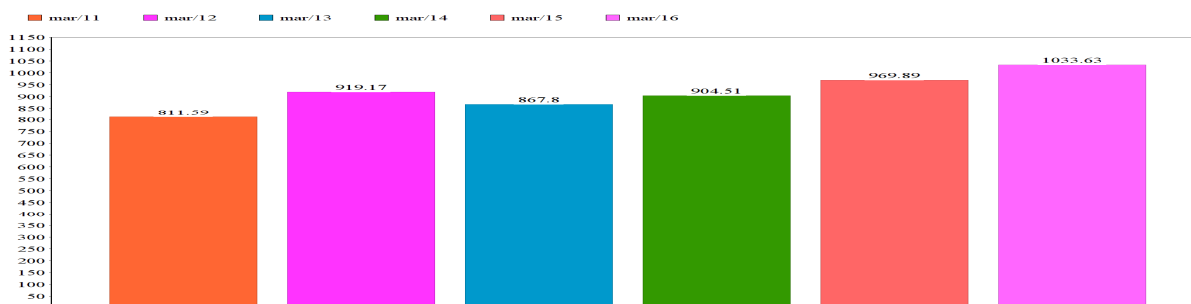


Fig. 1 Wireless subscriber (in millions)

The Tele density at the end of the March 2016 has reached the mark of 83.36 as compared to the year 2015 with an increased rate of 3.98. The Figure below shows the tele-density since March 2011.

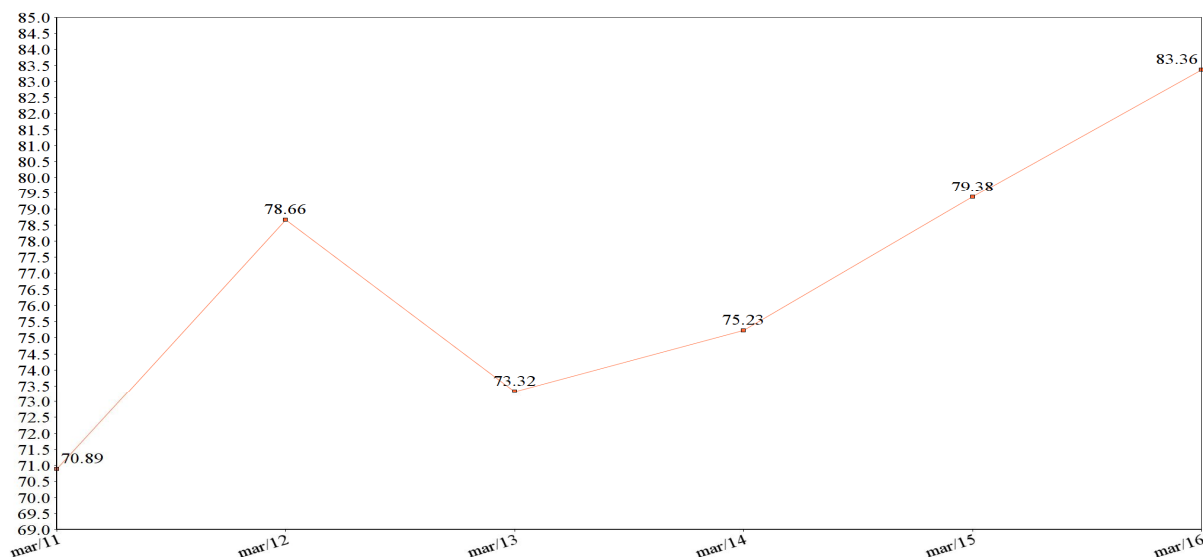


Fig. 2 Growth of tele-density

II. METHODOLOGY

The paper focused on three things which are personalization, localization and the awareness of the product to the customers. The objective of the this paper is to gain knowlwdge and how to know the basic factor of advertising through mobile. A descriptive research is used as describing the mobile as a medium of advertising. It is the type of secondary research where the idea collected from the published articles and the journals. Here the descriptive research is all about to describe segements of customers in the study of mobile advertising. It can be different types like observation, case study or survey type.

Although descriptive research does not provide the same level of details when compared to quantitative research based on statistical analysis. It still produces information and study research with regards to the question and subject matter of this paper.

The effects of online advertising in different countries have their trend and usage in different categories in online market. India stands in the third position in top online population gaining countries. It is also indicated in some of the study that Across all age and gender groups, women between the ages of 35-44 are the heaviest internet users in the Indian market in spite of large customer base, the customers inclination towards on line advertising and its influence in online purchase is low [6].

Now the next problem arises what should be done by web advertisers, to make Indian consumers patronize products and services seen on the internet. With this in mind present research work is taken up with the objectives to determine the scope of mobile in advertising , to gain firsthand information about Mobile advertising, to know about the different segments of customers responding to mobile advertising, to determine the effectiveness of advertising through mobile[7].

III.MODE OF ADVERTISING THROUGH MOBILE

A. SMS

A new way of promoting our business or advertising our products is by sending bulk SMS to the customers to their mobile devices. The customer can access the messages that are sent to them from anywhere. The SMS has become an important mode of interpersonal & business communication. Example- MySMSmantra provides helpful services with their innovative message system. This is very beneficial because of their affordability, wide reach, instant delivery & measurable result [8].

B. MMS

MMS advertising is a popular as a way of transferring a message in a targeted way.

C. Push Notification

A push notification is a way of sending the message to notify about the product, news, information etc. without opening the app. It may be in the form of text message or sounds alert in the mobile. But also the problem with push notification is that there is no

assurance whether the customer got the notification or not. It is just like to send the message and forget it. Micro location-based push notifications refer to communications where push notification messages are tailored based on individuals' spatial, temporal, and personal information. These highly customized messages are communicated to the individual via smart phone apps that have been downloaded by individuals and permissions granted as required for services, notably location information sharing [9].

D. Mobile Games

Advertising in the mobile game is one of the easiest ways of advertising your products. In every smart phones there is many inbuilt games have installed and today's generation every one used to play games in there smart phones. So it will be easy to aware the customers about our products through different notification or image in between the game. Also according to comScore, 33.1 percent of mobile phone users play games on their phones and 50.2 percent of them download apps to their phones. This is only accounted on mobile phone not included other mobile devices. However, these numbers define the fact that mobile marketing for mobile game is natural as bears love honey or people crave for sugar. One trend to market your mobile games is increasing its ranking and where people look for the mobile games, the answer is apps store where 50.2 percent of phone users access. Almost, 33.1 percent of 1.7 billion mobile phone users play mobile games, this fact is not ignorable that mobile games are the future entertainment and mobile marketing is the only way around for this field [10].

E. Mobile Web Marketing

The main business objective of the proposed mobile marketing system is to provide services for merchants to market their products to customers who own mobile devices with functionalities to access the Internet [11]. It is basically browser based internet technique which is used in the mobile handsets. Advertising are continuously using the mobile web as a medium to reach consumers.

F. Location Based Service

Location based service is a way of doing advertising of your products on their mobile device according to the customer location. It is a software application which requires the location of mobile devices. It requires few things like software application, mobile network to deliver data.

IV. RESULT AND DISCUSSION

The result we got from this research is based on various variables such as, Reach- The study says mobile phones penetration is approaching 85-90% of total population while the internet only reach is going around 65-70% of homes & workplace. Location targeting- Good for local adviser and can target around their business easily. Instant Result- The mobile is always carried by users with them thus the chances of looking at the ads is instant i.e. users response can be tracked almost instantaneously. It is the cost effective means of marketing the company's products. It is less expensive than the other advertising channel. It can be easily used to build a customer database. When customers opt to receive the ad then that information can be used for customer retention and loyalty marketing. Small screens and limited keyboards constrain display and interactive capabilities are a bigger challenge for mobile advertising. Different screen sizes and software for mobile, other standards for mobile is also the big challenges while framing the adv. Privacy issue is much more than desktop/laptops in mobile, so users are more concerned about it. Slow data transfer as compare to desktop/laptop.

	Current user reached probability (%)	Browse time per month (hours)	Engaged user per day (hours)	Active user growth rate per year (%)
Mobile	85-90	34	80	6
Desktop	65-70	29	20	3

In survey of real scenario more than 90% of mobile phones users have their mobile devices within arm's reach. That means doing advertisement through mobile will be good and it will be easy to deliver the message up to the customer. Almost every users using their mobile on the daily basis and them feel advertising through mobile is informative, creative and eye-catching. On average the advertising through mobile is very effective and it has a greater scope in future. Mobile advertising is very helpful on increasing the sales and to reach your products to the customer. As compare to desktop/laptop, people used to prefer their mobile handsets for checking updates, news or other information. Advertising through mobile will increase the number of customer and also customer can aware about different type of products and services. In a survey of different mobile users we found that the response of mobile



advertising is differ with the different age groups. On average 15 to 45 ages of people are most likely to use this advertising data and gaining the information through mobile advertising. Advertising through mobile is an innovative medium that the people can get more information without applying much effort.

V. CONCUSSION

From the study of different sources about the advertising through mobile, it is finally concluded that more people are influenced by the advertising of product & services during the work. It is seen that response from the middle age group is very fast, and if the advertisement are more attractive then this advertisements affects the customer mind to go and have a look of the advertisement. The consumer attitude towards the mobile advertising is playing the significant role. The companies are well advised to design the mobile advertisement which will be delivered to the customers.

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