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## **INFLUENCE OF MOBILE ADVERTISING ON CONSUMER IN INDIA**

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# Influence of Mobile Advertising on Consumer in India

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**Abstract – Mobile marketing has been seen as a modern marketing tool that has offered businesses modern ways to do business. The marketing activities carried out via mobile devices allow advertisers to connect directly, irrespective of their geographic location, with potential customers. In recent times mobile advertising has been identified as one of the best ways to cope and communicate with customers directly. A cell phone is known to many people as one of the few other inviolate personal spaces to connect while socialize and at the same time they can still maintain control of the use of their mobile phones. Salespeople should take account of safety and privacy needs of customers in the creation of a marketing strategy for this purpose. Marketers should balance the participation of customers in their marketing mix and the achievement of the marketing campaign objectives. To order to do this, advertisers need to consider the factors that affect consumers' acceptance of advertising across mobile phones, such as promotions and customer attitudes. The study looks at customer perceptions towards mobile publicity applications in India, which were launched in the near future as businesses understand the value of mobile publicity and spend more in mobile marketing apps.**

**Keywords: Mobile Advertising, Consumer, India, Mobile Marketing, Opportunities, Companies, Businesses**

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## INTRODUCTION

Currently there are major shifts in the world of ads. The digitalisation of media was largely due to the rapid technological growth. The digitalisation resulted in new media forms, such as mobile phones, providing increased ways to meet and communicate with customers. However, advertisers must consider its unique characteristics and the ways that customers communicate with this platform, in order to fully leverage the capacity of mobile telephone as an advertisement tool. The media transformation has partly been a catalyst for a further significant shift in the advertising industry, namely the empowerment of consumers. The digitalization of media made it possible for the user to easily access a wide variety of information. It has streamlined the comparison of product offerings and costs for buyers prior to critical purchasing decisions. The proliferation of social media and brand groups also has made it possible for customers to easily share their experiences with others. From a marketing point of view, this confidence makes it more difficult to predict customer behaviour. Furthermore, because the modern customer wants the advertisers to be open, they are not able to rely primarily on one-way communications.

Mobile advertisement, which is a mobile company, is a type of advertising that targets handheld wireless device users such as mobile devices and PDAs. The

biggest benefit of mobile advertising is that it can hit target consumers anywhere compared to conventional advertisements. All activities needed to communicate with clients are transferred through mobile devices to facilitate the selling of products or services. In conjunction with the user profile and the context of the customer, advertising companies can deliver advertising information to target customers that they desire, not just "spam" adverts not of interest to them.

The devices on which these VAS services are moved into or downloaded are operating in an environment where constraints are placed, for example: wireless network environment and bandwidth are unreliable and device mobility itself increases the risk of losing or decaying the connection. Mobile networks have, more significantly, to work within the deep constraints of the computer itself: memory, processing power, input capabilities and display size. Therefore, it is important for mobile advertising to consider the context of the user, optimize resource use and minimize the user's input effort. For instance, mobile media transcend traditional communication and support one-to-one, multiple and mass communication. The quality, frequency and speed of contact increase through phones and personal digital helpers. The technology associated with such tools, however, continues to evolve, allowing marketers to interact directly with customers. The most popular

mobile application, called SMS or Short Message Service.

The customer viewpoint has been largely overlooked in mainstream research regarding advertising and media impact. The marketing planner's traditional goals of reaching relevant consumers were focussed. But what does it take to reach the empowered and active consumer? It is an open question. In the sense of permission marketing, it has been suggested that it is easier to reach customers with deals if consumers agreed to be vigilant. The consumer's reaction to marketing communication is a key issue. Responsiveness reflects the ability of the user to accept and respond to marketing communications and can be seen in terms of content and message meaning. To order to understand the communication effects and efficacy, every channel can and should be evaluated according to consumer responsiveness. Customer reactivity is theoretically more powerful than permission because it is more relevant than permission for consumers. The aim of this study is to study the attitudes of consumers in the areas of social psychology, publicity and the consumer's behaviour, and mobile advertising towards mobile marketing.

## CONSUMER ATTITUDES TOWARD ADVERTISING

As mobile advertising is relatively new, most consumers would not yet have established a stable attitude to this form of advertising. Nevertheless, Bauer et al (2005) have shown that the consumer's attitude to publicity generally affects the consumer's response to mobile publicity. Consumers would possibly know ads in general very well, as they are subjected to advertisements every day. Thus, a stable and consistent attitude towards advertising in general can be expected. In order to get a better understanding of customer perceptions in relation to mobile ads, a general overview is given.

The attitude of a customer towards ads is a crucial factor in the effectiveness of advertisement, branding and purchasing intentions. A customer who liked a specific ad is generally in favour of the advertised brand.

The dimensions that affect a consumer's actions to publicity vary by form of advertising:

- In printed advertising, the colours used and the quality of the photography positively influence the consumer's attitude toward the advertisement.
- When using online advertising, interactivity tends to positively influence a consumer's attitude toward the advertisement as it promotes the formation of mental imagery.
- Marketers advertising through television mainly have to deal with the problem of

consumers paying very little attention to this sort of advertising.

However, Heath & Stipp (2011) say that when less attention is paid, emotion is expressed better because low attention prevents counter-argumentation. Low attention control also appears to support advertising that has been crafted to affect emotions. Heath & Stipp (2011) argued in addition about the wear-out effect of TV advertising when an ad is seen too often. Researchers claim that, when advertisement is viewed superficially, affective responses are reinforced and after exposure there is no proof of a decline. The behaviour of audiences who pay less attention to their previously seen and enjoyed ads will possibly not only increase their emotional effect but will also significantly increase their acceptability.

Today, however, the advertisement issue on the conventional publicity platforms has to be considered by marketers. This frequent advertisement scheme will surpass the information processing capacities of many users, which allow excess visual and audio marketing stimuli to be filtered out.

However, Shavitt et al (1998) Consumers have found that they appear to have rather positive marketing behaviours. Consumers continue to appreciate advertising and usually find it useful and beneficial to direct their own decision taking.

While they usually do not trust ads, as customers focus on their actual purchasing decisions, they appear to be more comfortable in advertising statements. This generally positive attitude is expressed primarily by men, Youngers, people with lower education and incomes, and non-Whites (Shavitt et al, 1998). This research has shown that people's enjoyment feelings created by ads played a major role in taking their overall attitudes towards advertising into account and that entertainment is an significant factor in consumerism's publicity attitudes.

## MOBILE ADVERTISING

Mobile advertising has been recognized as one of the most common tools for mobile marketing according to Ayanwale, Alimi & Ayanbimipe (2005) and Chowdhury et al. (2006). Traditional advertisements are usually produced for the mass, i.e. they are not personally available and can apply only through mass media, such as on journals, radio, TV, etc. In contrast, mobile ads are more interactive and convey more personal message if potential customers are informed about and persuaded to buy a product or service. Mobile advertising ads, mobile websites advertisements, short messages on mobile devices, text message alerts and multimedia messages are among the most popular applications (Hanser and Becker, 2008).

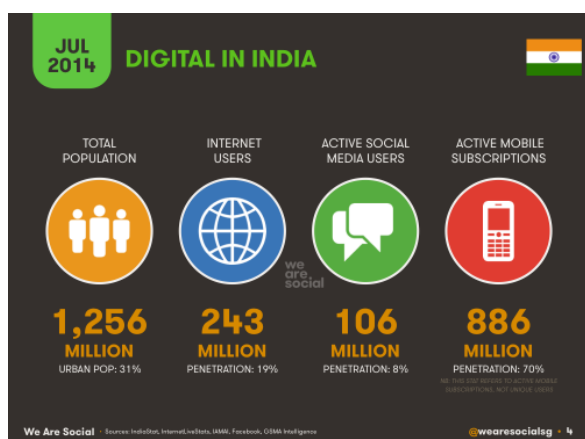
As competition has intensified with new marketing instruments, a larger market share has always been an important issue for the brand's survival, retaining

existing customers and drawing on new customers. Over the time, buyer negotiations have been strengthened with the significant increase in options and substitutes for similar products / services in the market. Companies were looking for new techniques and tools to create their core skills to distinguish from competitors. There has also been a rise in contact networks with customers. Therefore it is definitely beneficial for brands to achieve competitive advantage if they choose the right time and means to deliver a right message to clients. In this situation, custom advertising is more exceptional and in this moving age it is becoming a strong marketing device.

## ATTITUDES TOWARDS MOBILE ADVERTISING

Ads attitudes are described as "a learned predisposition to ads generally consistently favourable or unfavourable." Throughout this case, the attitudes to ads by mobile devices must be noted as relating to the attitudes of the user towards this form of publicity throughout general. It refers not to attitudes of consumers to a specific publicity. In general, individual consumers' attitudes are mental states used to form their view of the external world, which direct their reaction. Bauer and Grayser (1968) and Altuna and Konuk (2009) observed that the general attitude of customers towards mobile ads and the responses of customers to particular advertisements are strongly associated. Some ads, for example, were annoyed, while others were nice and fun. Our research therefore focuses on the history of consumer attitudes towards mobile advertising. In this study, customer attitudes have been measured using various dimensions towards advertising on mobile devices.

## INDIA'S DIGITAL LANDSCAPE

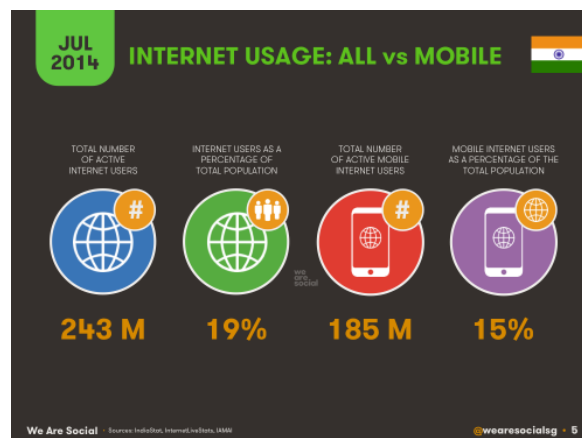


The digital environment in India is rapidly changing, but the overall penetration remains small in the second most populated country in the world, with less than one in five Indians in July 2014 using the Internet.

However, Internet use continues to grow with recent estimates showing 30 million new users alone since January – a 14 percent rise in just 6 months.

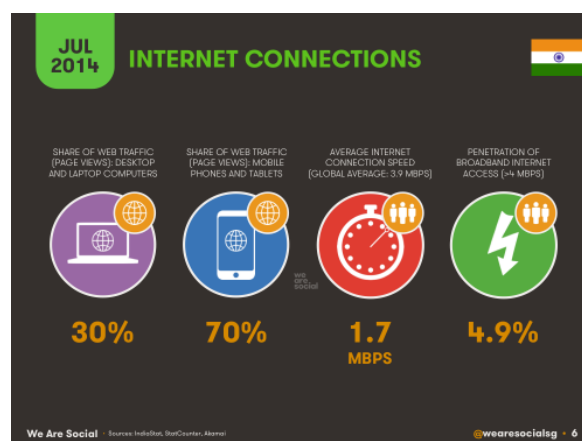
The use of social media has also grown, with 16 million users added by Facebook since January alone – approximately one user every second.

## Internet vs. Mobile Internet



The top story in this report is that mobile connectivity is prevalent in India.

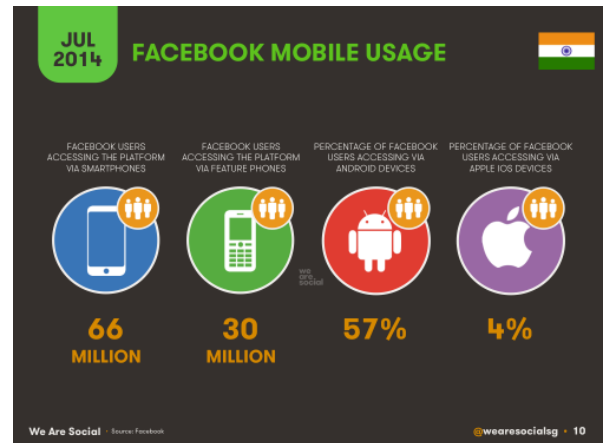
70% of India's internet pages come from mobile devices, while 87% of Facebook users access the site via smartphone:



Essentially, this mobile network fuels India's digital development and most new Internet users only have smartphone access.

Nonetheless, link speeds in India remain deceptively slow and Akamai said the slowest internet in Asia is available in India. India's average link speeds are 1.7Mbps mixed. Broadband links (i.e. 4 Mbps or higher connections) remain relatively weak and account for less than 5% of all internet connections. 10Mbps or higher links are only limited to 0.7% of users.

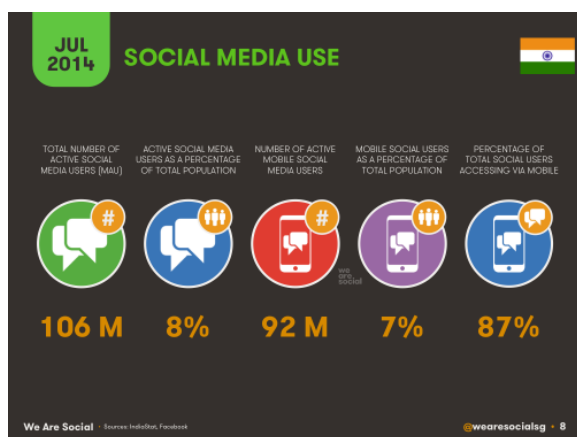
But despite these slow velocities internet users spend nearly 5 hours on the Internet every day in India, with 40 percent spending on social media:



## Social Media

Although Facebook is the world's second-biggest market, the penetration of social media in India remains at only 8%.

As with overall Internet use, mobile drives use of the social media, with nearly 9 out of 10 users on Facebook using mobile devices:



Remember that 30 million people in India use a feature phone (i.e. Non-smartphone devices) for accessing Facebook.

Smartphones are accessible on Facebook by 66 million people, of which 60 million – 91% – are accessible via Android devices. 4.6 million Access via iOS, while Windows OS is 3.6 million users: 3.6 million access via Apple devices

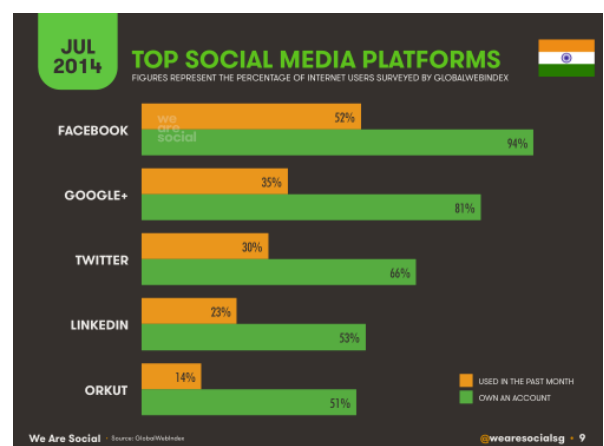
Such figures indicate that over multiple mobile operating systems at least 1.5 million Indian user accounts access Facebook, suggesting that even Smartphone owners are using multiple SIM systems. In the meantime, about 4 million Facebook users have access to both working computers and tablets.

Samsung says that Facebook smartphone users are the lion with 32 million users using one of the Korean manufacturers accessing the site. Almost 18 million Indian users use Nokia apps to access Facebook.

Critically, our work suggests that much of this mobile media activity is carried out on browsers instead of via native applications. It is a significant factor for marketers when preparing their campaign on social content.

The second-most successful social network in India appears to be Google+, where 35 percent of Internet users have signed up at least once in the past thirty days.

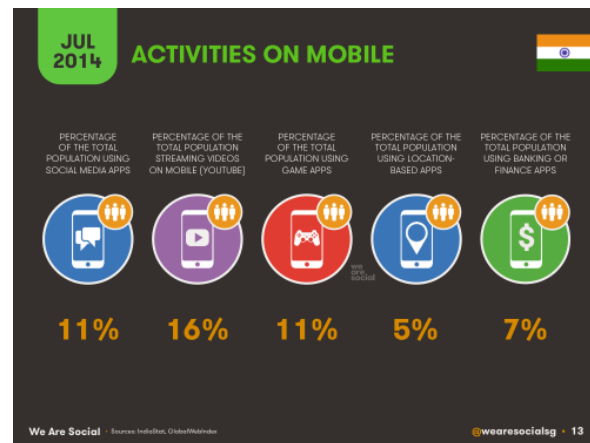
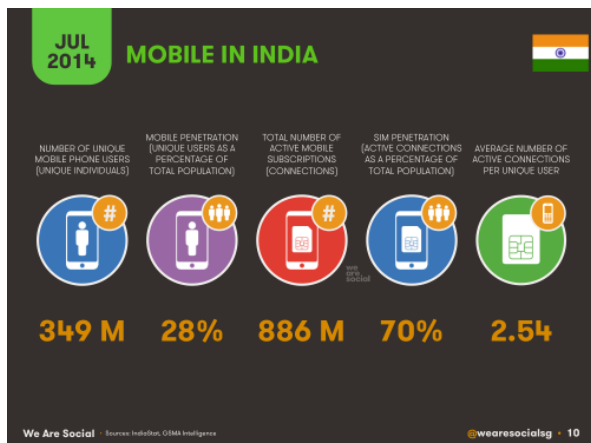
Facebook and LinkedIn follow as Orkut is still on the top five networks in India (based on Google shutters' original social network in September, but this will change):



## Mobile

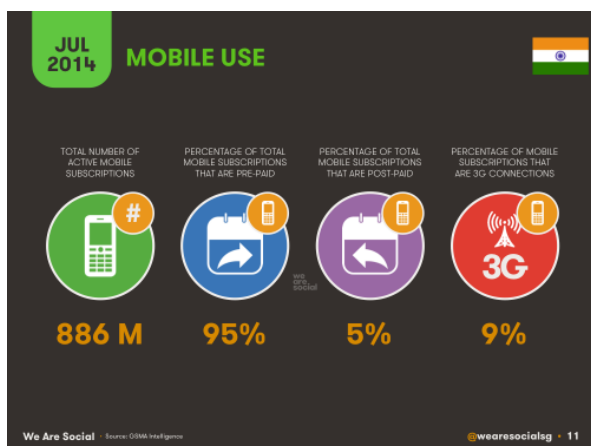
In India, only fewer than 350 million unique smartphone users have an average of 2,54 active connections for each user:



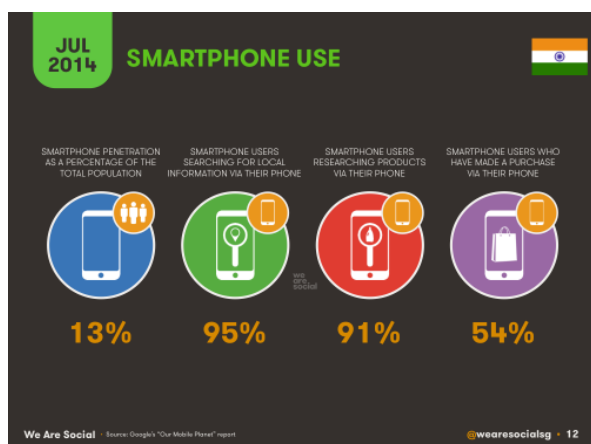


Smartphones drive the new market for mobile devices, although functionality phones still dominate daily use.

In addition, almost all mobile contracts in India are prepaid (pay as you go) and fewer than 10 percent of users have connections to 3 G networks:



However, 95% of smartphone users check for local information on their mobile apps, and 54% say they have purchased on their cell phone:



Entertainment and social media lead smartphone activities with especially popular video services. Nonetheless, most video visitors to mobile devices in India are powered not through Internet streaming but through the transfer of memory cards:

## CONCLUSION

Through this study, the field of Social Media Marketing was analysed closely, the main benefits of business were detailed and social media channels of different kinds and role defined. However, whether a company develops its presence on social media across all platforms or on a few of them, the importance and volume of the business can differ. The major advantages produced are, however, increased exposure to brands and reputes, increased target traffic and optimisation of search engines, word of mouth and lead generation, market insights in product and industry target markets, public relations facilities and recruitment. Therefore, although social media marketing is also an extremely economical solution, it depends largely on the type of social media channels. Social networks, blogs and micro blogs, websites for social networking, wikis, social bookmarking sites, forums and social activity pages all are considered social media platforms and can be of considerable benefit for companies themselves. With regard to possible outsourcing of the social media marketing team, a small, internal social presence is strongly believed to be far more profitable than a large-scale externalized one. In fact, the return on investment in Social Media definitely is not about the fan number but rather about experience and insight. The vast majority of companies have already started to use social media marketing, to test different strategies and to measure results. Although 2011 included building fan database and networks, 2012 definitely aims to build customer relationships and loyal support. This cannot really be done yet with the success of social media strategies. In the world of social media, time provides new opportunities every day. Each channel is constantly changing and offers businesses increasingly useful marketing features. New social media platforms, which deliver new business opportunities and marketing research, are also being introduced every month.

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