

# A Study on Consumer Attitude Towards Mobile Phone Advertising

T. Sivaranjani<sup>1\*</sup>, A. Nivetha<sup>2</sup>

<sup>1</sup>Student, Sri Krishna College of Arts and Science, Coimbatore, India

<sup>2</sup>Assistant Professor, Department of Computer Applications Sri Krishna Adithya College of Arts and Science, Coimbatore, India

**Abstract:** Delivering relevant information to the right person, at the right time and in the right place is always an idea marketing strategy. With the highly personalised and ubiquitous accessing features of mobile advertising, it is expected to have a huge impact on many ways of marketing activities. The technology to deliver a personalised and locationalized advertisement on a mobile device is feasible nowadays. It is easily to understand that if the advertising message is not relevant to customers, the acceptance of mobile advertising declines quickly. This is the reason why this paper describes a research project in progress that studies the mobile advertising effectiveness through examining consumer attitude toward mobile advertising. This research is expected to present important implications for both practitioners and researchers.

**Keywords:** Mobile advertising, marketing activities.

## 1. Introduction

Mobile phones have become an important part of daily lives, rarely used by any other person than its owner making a personal relationship almost as an intimate accessory. Now-a-days it's regarded as a status symbol and consumers carry their mobile phones within reach making it an ideal medium for direct and personalised customer communication. Transmitting SMS based advertising messages to consumers through their handheld devices in particular has been very successful. Global brands such as McDonalds, Coca-Cola, Volvo, Nike, and Disney have already begun to exploit mobile marketing concepts.

### A. Statement of the Problem

This study examines the factors affecting the attitudes consumers (sample respondents) toward mobile marketing that were identified in a number of factors, namely, the attributes of mobile marketing, the nature of information, excitement and attractiveness and credibility.

### B. Objective of the Study

- To know the importance of mobile advertising.
- To understand and peruse the attitude of consumers towards mobile advertising.
- To evaluate the overall attitudes of mobile users toward mobile advertising.
- To know the different factors influencing the consumer's

acceptance of mobile marketing.

### C. Scope of the Study

Even though technology provides too much benefits for the advertisers in terms of reaching customers.

There is still little known about the customer's perception and how they evaluate mobile advertising and what is the outcome based on their attitude towards mobile advertising.

This study explores mobile advertising attractiveness along with the impact of advertising animation and with the effect of product type.

### D. Research Methodology

I have collected data through primary and secondary sources. In conducting this study, survey questionnaires were administered for data collection. I made a list of questions which were arrowed down to a few. Then I gave out the questionnaires. There were 21 questions in the survey obtaining data for one variable; participants were approached with the research questionnaire. To make the filling and analysis of questionnaires easy and accurate, we used Google Forms. Our response rate was 100% with the sample subjects answering all the questions Sampling size of 101

respondents from different place were taken for conducting the study. The statistical tool used is Percentage analysis.

### E. Limitations of the Study

The sample size of the study is 100 as the study focuses only on youth and adults house mobile phone.

The primary data has been collected in India.

Due to shortage of time the survey was rushed.

The study is based on the respond of the respondents and is assumed that they are honest in their response.

The area of study is confined to Coimbatore city only.

## 2. Review of Literature

Bauer, Barnes, Reichardt and Neumann, (2005) Moreover mobile marketing is highly personalized and interactive in nature as normally mobile device is held by an individual and person can react in real time.

Oskamp & Schult, (2005) Attitudes are relatively enduring Attitudes are a learned predisposition to proceed in favor of or

opposed to a given object. In the context of marketing, an attitude is the filter to which every product and service is scrutinized.

Dickinger and Murphy (2005) stated that mobile marketing uses a wireless medium to deliver consumers the personalized time and location specific information that promotes products, services and ideas of the marketer.

Rai, (2016). The study also revealed that video formats are the most effective mobile marketing tool offering superior returns in comparison to banner ads. 55% of the YouTube videos are watched over mobile phones

### 3. History of the Study

#### A. Mobile Phone Advertising

Mobile Phone Advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing, mobile advertising can take place as text ads via SMS, or banner advertisements that appear embedded in a mobile web site.

#### B. Advantages of Mobile Phone Advertising

- It reaches people in real-time situations.
- It requires less content to be effective.
- It creates instantaneous user responses.
- It places advertising content where people happen to be.
- It creates content that can be shareable.

### 4. Data Analysis and Interpretation

Table 1  
Classification of the respondents based on their Gender

Particulars	No. of Respondents	Percentage (%)
MALE	46	45.5%
FEMALE	55	54.5%
TOTAL	101	100%

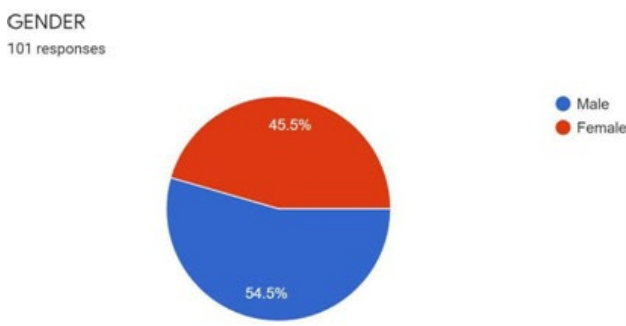


Fig. 1.

#### Interpretation:

From the above chart it is revealed that majority of 54.5% of the respondents are from Female and only 45.5% of the respondents are Male. Majority (54.5%) of the respondents are Female.

Table 2  
Classification of the respondents based on their Age

Particulars	No. of Respondents	Percentage (%)
LESS THAN 20	46	45.5%
20-30	51	50.5%
30-40	2	2%
ABOVE 40	2	2%
TOTAL	101	100%

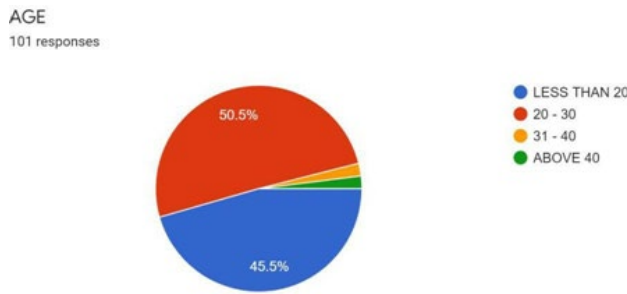


Fig. 2.

#### Interpretation:

From the above chart it is revealed that majority of 50.5% of the respondents are in the age group of 20-30 and most of 45.5% of the respondents are in the age less than 20 and 2% of the respondents are in the age group of 30-40 and only 2% of the respondents are in the age group above 40.

Majority (50.5%) of the respondents are in the age group of 20-30.

Table 3  
Classification of the respondents based on their education qualification of the response

Particulars	No. of Respondents	Percentage (%)
HIGHER EDUCATION	34	33.7%
UNDER GRADUATE	60	59.4%
POST GRADUATE	5	5%
PROFESSIONAL	2	2%
TOTAL	101	100%

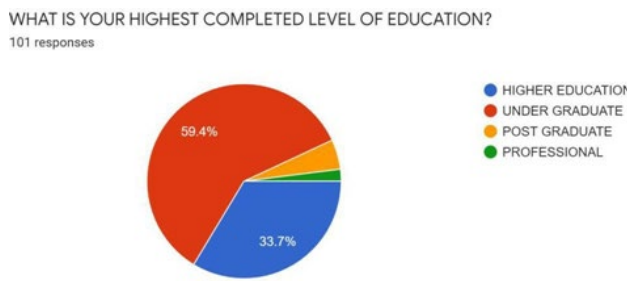


Fig. 3.

#### Interpretation:

From the above chart it is revealed that majority of 59.4% of the respondents are from under graduate and most of 33.7% of the respondents are from higher education and 5% of the respondents are from post graduate and only 2% of the respondents are from professional. Majority (59.4%) of the respondents are under graduate.

Table 4

Classification of the respondents based on their Operating system of the respondents

Particulars	No. of Respondents	Percentage (%)
I PHONE	17	16.8%
ANDROID	84	83.2%
WINDOW MOBILE	0	0%
OTHER	0	0%
TOTAL	101	100%

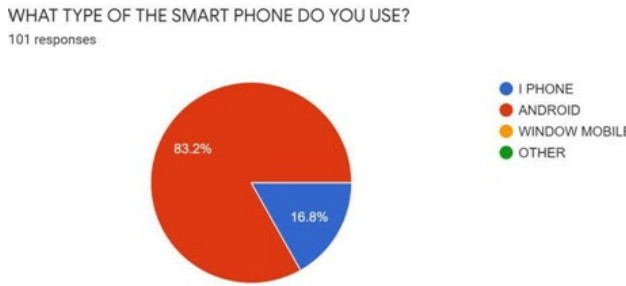


Fig. 4.

*Interpretation:*

From the above chart it is revealed that majority of 83.2% of the respondents were using android and most of 16.8% of the respondents were using I Phone. Majority (83.2%) of the respondents were using android.

Table 5

Classification of the respondents based on their interest of receiving mobile advertisement

Particulars	No. of Respondents	Percentage (%)
YES	39	38.6%
NO	62	61.4%
TOTAL	101	100%

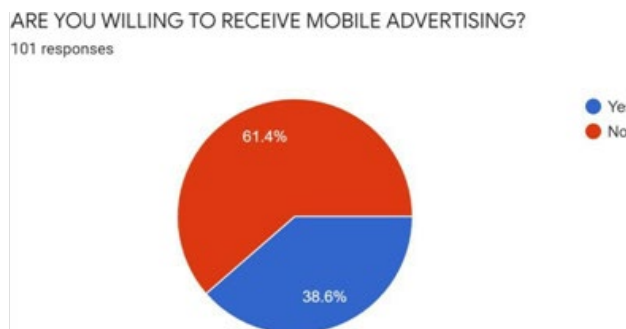


Fig. 5.

*Interpretation:*

From the above chart it is revealed that majority of 61.4% of the respondents are willing to receive the mobile phone advertisement and only 38.6% of the respondents are not willing to receive the mobile phone advertisement. Majority (61.4%) of the respondents are willing to receive the mobile phone advertising

**5. Findings, Suggestions and Conclusion**

*A. Findings*

- Majority (54.5%) of the respondents are Female.
- Majority (50.5%) of the respondents are in the age group of 20-30.

- Majority (59.4%) of the respondents are under graduate.
- Majority (83.2%) of the respondents were using android.
- Majority (92.1%) of the respondents were using the internet on the go.
- Majority (63.4%) of the respondents likes the mobile phone advertisement.
- Majority (77.2%) of the respondents said mobile phone advertisement is informative.
- Majority (38.6%) of the respondents were read it later.
- Majority (61.4%) of the respondents are willing to receive the mobile phone advertising.
- Majority (45.5%) of the respondents were felt neutral about the mobile advertisement is better than other kind of ads.
- Majority (46.5%) of the respondents were experienced the mobile advertisement through the mobile video.
- Majority (28.7%) of the respondents were receiving the mobile advertisement on social networks.
- Majority (34.7%) of the respondents are receiving 1 per week.
- Majority (27.7%) of the respondents are willing to receive the mobile advertisement through mobile video.
- Majority (35.6%) of the respondents were receiving entertaining / boring mobile advertisement.
- Majority (33.7%) of the respondents are neutral with the mobile advertisement based on their taste they receive.
- Majority (50.5%) of the respondents were trust the mobile phone advertisement.
- Majority (38.6%) of the respondents are like the mobile advertisement on electronic products.
- Majority (42.6%) of the respondents were sharing the mobile advertisement to their families and friends.
- Majority (49.5%) of the respondents are said that mobile advertisement will develop a business.
- Majority (54.5%) of the respondent's attitude towards mobile phone advertising is information.

*B. Suggestion*

The mobile phone advertising has awareness among the age group of 20-30 it also gives more awareness to the people who are in the middle ages like adults.

Many of the consumers uses the internet on the go and they like the mobile advertisement, so it improves the advertisement in an attractive way.

Mobile advertising marketing strategies can be improved by animations and graphics.

*C. Conclusion*

The results of the study showed the interactivity and entertainment levels of mobile advertising as positive in comparison to traditional forms of advertising. Furthermore, message content was shown to be an important factor in order

for the consumer to perceive the advertising as positive. The message has to be of value to the consumer, meaning it has to contain timely information and preferably provide the consumer with an incentive such as a coupon or free item. The advertiser must have gained permission of the consumer before sending it.

### References

- [1] Ackerman, M., Darrel, T., & J. (2001), 'Privacy in Context', *Human-Computer Interaction*, pp. 167–176.
- [2] Ajzen, I., & Fishbein, M. (1975), 'Belief, Attitude, Intention and Behavior – An introduction to theory and research', Reading. Addison-Wesley Publishing Company.
- [3] Bamba, F., & Barnes, S. (2007), 'SMS Advertising, Permission and the Consumer: A Study', *Business Process Management Journal*, vol. 13, no. 6, pp. 815-829, Nov. 2007.
- [4] Bauer, H.H., Reichardt, T. & Neumann, M.M. Bestimmungsfaktoren der konsumentenseitigen Akzeptanz von Mobile Marketing. *Journal für Marketing* 44, 59–71 (2005).
- [5] Marketing- Soziologie, Karl-Gustav Specht and Günther Wiswede (eds.), Duncker Humblot, Berlin, pp. 207-217.
- [6] Bauer, H., Barnes, S., Reichardt, T., & Neumann, M. (2005), "Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework and Empirical Study," *Journal of Electronic Commerce Research*, vol. 6, no. 3, pp. 181-192.