

Marketing, Mobile and future of Mobile Advertisement: Life Changing through Mobile

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Abstract--- *In today's competitive world when advertisement of any product decide it's worth in the market and becoming the sole deciding factor or most influencing factor for consumers response to the product in the market while taking positive decision for the purchase. It becomes very important to find out the mode of advertisement where the customer is most available and the mode have more influence and appeal to the potential customers for positive decision making for purchase of the product in future. The present study is conducted to identify the level of mobile usage among the research population along with the future scope for the mobile advertisement in the region. The data is collected from 200 respondents with the help of structured questionnaire. The research supported the increasing use of mobile phones and time spent in the usage of various utility apps.*

Keywords--- *Mobile, Advertisement, Mobile Advertisement, Mobile Apps, Apps, Use, Usage, Online, Shopping, Data, Communication, Frequency, Positive.*

I. INTRODUCTION

In today's competitive world when advertisement of any product decide it's worth in the market and becoming the sole deciding factor or most influencing factor for consumers response to the product in the market while taking positive decision for the purchase. The present research is focused to identify the usage of mobile phone, internet usage, tentative time they spent on mobile and various utility apps they are using in their mobiles among the population of district Una, H.P. Whereas the mobile becomes the basic need of daily life and solution to the day to day problems, the present research is focused to study the level of usage of mobile that scope of mobile advertisement which includes the online advertisement also can be identified.

Whereas advertisement is deciding the potential sale of the product, it becomes very important to find out the mode of advertisement where the customer is most available and the mode have more influence and appeal to the potential customers for positive decision making for purchase of the product in future.

II. LITERATURE REVIEW

In any study Literature Review provides the most important aspects of the Research as well as the basis for further improvement and various dimensions of the improvement required in the studies done so far. In the field of study of Advertisement and its impact on consumer behavior, many of the researches been done in this area, few important and accessible researches been studies for the literature review.

(Xifei Feng, et al (2016)) examined the factors which influence consumer behaviour towards mobile

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advertisement. Factors studied are timelines, localization and personalization. Timelines, Localization and personalization are three factors which contributed to extrinsic motivation and two factors Consumer Innovativeness and Perceived Enjoyment are contributed towards Intrinsic Motivation. Both are the factors which have positive influence on the consumers towards Mobile Advertising.

(Jaime Orti, et al (2018)) concluded that users of SNSs (Social Networking Sites) are concerned about privacy issues. SNS users gave personal information for the creation of the account but problem of privacy or information security negatively impact the use of the SNSs. User's intentions to keep using SNSs are impacted negatively. (Burak Dindaroglu (2018)) Study proposed an extension to the Model given by Anderson & Coate (2005) and explained different types of advertisement carry different kinds of value for the consumers as well as for the producers. Study focuses over specialization of broadcasting market and found that customers enjoy the effects of advertisement when it pays additional compensation, as information as well as entertainment to the consumers. Praveen K. Kopalle, et al (2015) Study was conducted on two different brands with the help of factors like competition, advertising, pricing and new product launch.

Study develops a model considering two competitors A and B duopoly launching new products. The said developed model was incorporated in the different three aspects; 1) the quality level produced by the producer, 2) the quality level advertised by the firm through various methods of advertisement, 3) quality expected by customers (may be perceived quality or experienced quality). (Cooper, H., 1998) In this study author explained that how the previous works helps the further studies into reaching its goals. It is because of study intrinsic properties. The studies which are able to solve some puzzle, must have significance contribution into its respective fields and introduced as extremely important. Amit Kumar (2011) studied celebrity endorsements and its relationship with the consumer buying behavior. The study is done on the Indian consumers. The study tries to identify the impact of celebrity on the consumer buying behavior. It is observed that nowadays celebrity endorsements became very important and has influencing role in the grabbing attention of the consumers. In the context of India celebrity endorsement becomes a pervasive element.

Dinesh Kumar Gupta (2007) studied celebrity endorsement and its impact on consumer buying behavior and brand building. The study found that celebrity endorsement increases the consumer attractiveness for the product in comparison to the non-celebrity endorsements. The celebrity endorsements benefit not only to influence consumer behavior even to build branding of the brand into customers eyes. This study concluded that the marketer should take care of the aspects like brought personality, image of the personality, his social image while selecting the image of the celebrity for the brand endorsement. They should select the personality/celebrity for the endorsement who is able to reach the masses.

(J. Varaprads Reddy (2006)) in his study 'Role of Advertising in Creating Brand Personality' says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

(IAMAI Study) Scenario changes very rapidly and in past few decades, preferences of people towards the shopping have changed. E-Commerce in India is growing rapidly. Indian e-commerce annual turnover has reached to INR 2,11,005 crore in 2016. It has grown much faster than the any other industry which usually takes decades to reach this level of growth. Online shopping comes to its growth with the growth in E-commerce and growth in the use of Internet and it valued close to INR 76,396 crore. From 2014 to 2017 online retail has grown by 57%, the categories are mobile phones, electronics, fashion, footwear and jewelry.

According to the IAMAI study, 76% people prefer to choose Cash on Delivery mode as mode of payment as majority of companies are offering with this option, even the return has become so easy. These features enhance the online retailing customer base.

(J.V. Chen (2016)) People who are interested in online buying, most of them are inclined towards online shopping through C2C (facebook buying & selling groups). The percentage of these kinds of buyers is 45.48% among the facebook users. (IremErenErdogmus, et al (2011)), Study was conducted in 2011 on the respondents from Turkey; respondents selected were online group buyers. Study concluded that the potential growth will be there for online buying, and the factors which influence the online buying are discounts, variety, exploration, learning etc. Other important factors in addition to these which influence peoples' decision to buy online are location of the service provider & perceived quality of the service provider.

(Weng Marc Lim, et al (2017)) Study examined Online Group Buying (OGB) from the consumer's buying prospective and concluded that many businesses try OGB and websites to increase the customer's strength, but not all are satisfied with the response received due to many reasons. Unexplored area from supply side is left in the study which can be further extended. The area explored in the Research in OGB is from demand side with the help of purposive sampling method to collect the data. Mental representation towards the online impulse shopping has positive relationship with online consumer behavior. Customers' perception about the online products and services and transactional cost have deciding role for action purchase or positive consumer behavior (Wemei Liu (2017)). (Tommy K.H. Chan, et al (2017)). This study focuses to identify many factors which are responsible for the impulse buying behavior. Study concluded that online impulse Buying depends upon Internal & external stimuli which are driven by experiment and survey. Buying stimulus whether internal or external, has direct or indirect impact on the online impulse buying response.

(J.V. Chen, et al (2016)) Study was made available in 2016 and target participants were facebook users. Most of the participants were 25 to 34 years old and fewer than 50% bought product and services from online with the help of facebook buying & selling groups. Data for said research was collected through Online Questionnaire to its respondents. Study concluded that in order to increase consumer's interest in online buying it is most important that content carrying the information for advertisement should maintain a level for its relevancy with the product and should be easily understand to the customers who are using it, for making the online buying decision.

(Thompson S.H. Teo, et al (2005)). The Study was conducted at Singapore and focus was over developing a mechanism for identifying Online Buying reaction of the Customers, Research concluded that customer's willingness to buy online is negatively affected if the customer perceives the transaction cost high. It will make

consumer convince not to buy online and if the customer perceives that transaction cost is high then it will result in hesitation to buy the transaction cost is affected by dependability on online stores and buying frequency of the customer.

Charlotte Vonkeman, et al (2016)) concluded in the research that various technology up gradations are going on and online product/service companies are eager to bridge the gap of technology presentation delivered and perceived that online buying can be increased. The study suggested a model to explain that how the customer's perception of product presentation has impact over online impulse buying, research added in the existing theory on impulse buying that in-store stimuli has also impact on impulse online buying.

(L. Xiao, et al (2016) Concluded in the study that as long as consumer is able to access the necessary information about the online exiting deal, time left to close the deal, number of people who purchased the deal in the past and the buyers' reviews about the product, these details along with what the literature suggested may influence the consumer for the impulsive buying. Research suggested the various strategies to motivate consumer impulse online buying: 1. Pricing Strategy: Seller should not mismatch between price and quality, value pricing should be done. 2. Product differentiation Strategy: more products, brand variety, uniqueness & multiple suppliers should be provided to the customer who will make it easy to find for what the customer is seeking for. 3: Content Management Strategy: Content displayed to the customer in form of advertisement or product information & description should be accurate, current, relevant and reliable.

(Xinping Shi, et al, (2017), concluded in the research that regular development of online group buying depends upon satisfied customer and Trust upon the channel which plays the role of Intermediary, both of these factors has positive impact on consumers' constant participation in online group-buying activities. Study also elaborated that application & implementation of various new channels of social media like facebook, online buying web-sites or any other source in electronic commerce and mobile commerce has given hike to online buying.

(Wei-Gan Su, et al, (2016)) Study concluded that the attractiveness of an online group-buying sale has influence on people for buying online, it has more influence on the people with mutually dependent self-construal than the people with the autonomous self-construal. A. Floh, M. Madlberger, et al, (2013)) Study refined and gave the consumers' driving factors which drive them to buy online impulsively, given socio, demographic, psychographic and consumer attributes which make the consumer buy online impulsively, research included personality traits and product involvement factors as well. (Yuhmiin Chang, et al, (2017)) Study concluded that the young people who are well versed with media multitasking and are using it more frequently, their impulse to buy online is more stronger than the less frequent users of media multitasking. Web-site design & outlook is equally important for online shopping, the study (C.A. Turkeyilma (2015)).

III. RESEARCH METHODOLOGY

- 1. Gap:** On the basis of literature review done it is found many researches in this aspect, and almost every study focuses that mobile marketing is in the trend. With the view to support my doctoral research I am focused to identify the level of mobile usage and scope for online advertisement in the region of Distt. Una, H.P. Also not found any research available, which conducted in Himachal Pradesh or Distt. Una, H.P.

2. Objectives of the Study:

1. Identify the level of Mobile Usage along with scope for Advertisement and its impact over Consumer behavior of people of Distt. Una, H.P.
 - a) To identify the usage of mobile phones/Internet (its various facilities) in the youth of the Distt. Una H.P.
 - b) To understanding changing pattern to use mobile phone as basic need to fulfill all problem of life.
3. **Data Collection Methods:** Primary data was used for the research. To collect primary data, a structured questionnaire was used containing questions which accomplishing the objectives of the Study. The data collected through structured questionnaire through google doc and analyzed with the help of SPSS.
4. **Research Population:** Population was the people of District Una, Mainly the youth was targeted to collect the data from.
5. **Sample Selection:** Respondents are chosen through personal approach and convenient sampling is used for collection of data. Sample size is calculated on 95% of confidence level and confidence interval is 7, sample size become 196, Round off is taken as sample which is 200 respondents as Sample Size for the survey.
6. **Utility of the Research:**
 1. The study is conducted to support my doctoral research, while knowing the scope for mobile/online advertisement.
 2. Base to the marketers for advertisement mode decision making in the region.
7. **Research Instruments** – Structured Questionnaire is the tool for collection of the required data.

IV. DATA ANALYSIS & INTERPRETATIONS

Data is collected through Google Doc and analyzed through SPSS as follows:

200 respondents were taken as sample for the study. Out of which 51.5% are male and 48.5 % are female, its represent the population such as below 20 years of age, 21-30 years of age, 31-40 years of age and age above 40 years. Respondents represent different groups such as students, private job employee, government job employee, business man, unemployed and house wife.

Number 1 is coded for positive response, 90% of the sample responded in positive way, they always carry their mobile with them. SD = 0.72, with 72% who use their mobile 0-5 hours. 99% who use internet on their mobiles, 94% using 4G network. Majority have extra mobile apps downloaded than the inbuilt apps. 56% downloaded 0-6 additional apps. SD for Time usage of TV live Apps, Music Apps, Cinema Apps, Educational Apps, Social Media Apps and Formal Communication apps are 1.6, 1.37, 1.86, 1.27, 1.14 & 1.13 respectively. Majorities are using UPI/Payment Apps, Weather Apps and Video calling app is one of most popular app among the all utility apps. Even Mobile has replaced the watch to see the time. Respondents use mobile phone to know the time than watch. Data Transfers among the user is with Data transfer apps with high rate. Social Media Apps facebook, Whats app etc and Formal Communication apps like Gmail etc. are most usable apps by the respondents with 96% and 92% respectively. 74% respondents using online shopping with SD 0.44. Majority is having Video games also on their mobiles and they spare their time to play over it.

<i>Particulars</i>	<i>Mean</i>	<i>Std. Error of Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Standard Deviation</i>	<i>Variance</i>	<i>Kurtosis</i>
Carry your Mobile always with you.	1.12	0.02	1	1	0.31	0.1	3.95
Hours you use the mobile phone in a day.	2.09	0.06	2	2	0.85	0.72	-0.24
Use of internet on your Mobile.	1.02	0.01	1	1	0.12	0.01	63.28
Usage of Internet Generation	2.93	0.02	3	3	0.31	0.09	21.76
Network used on your mobile phone.	1.57	0.06	1	1	0.92	0.84	8.03
Mobile Apps except built in apps in your mobile.	2.25	0.05	2	3	0.74	0.56	-1.09
Usage of TV Live Apps.	1.42	0.03	1	1	0.49	0.24	-1.91
Time you use the TV Live Apps.	2.39	0.11	2	1	0.6	2.56	-1.01
Music App in phone.	1.24	0.03	1	1	0.42	0.18	-0.41
Time you use the Music App.	2.23	0.09	2	1	1.37	1.88	-0.26
Usage of any Cinema App.	1.68	0.03	2	2	0.46	0.21	-1.4
Time you use the Cinema App.	3.12	0.13	3	5	0.86	3.47	-1.89
Educational online tool on mobile.	1.2	0.02	1	1	0.4	0.16	0.16
Time you use the Educational online tools	2.11	0.09	2	2	1.27	1.62	0.6
Usage of Social Media Apps/ channels on mobile phone.	1.04	0.01	1	1	0.19	0.03	20.58
Time you use the Social Media Apps	2.32	0.08	2	2	1.14	1.31	0.01
Usage of formal communication Apps like Gmail on mobile phone.	1.08	0.02	1	1	0.26	0.06	8.65
Time you use the Communication Apps.	1.71	0.08	1	1	1.13	1.28	2.28
Usage of UPI/payment/e-wallet App through mobile phone	1.37	0.03	1	1	0.48	0.23	-1.72
Frequency of use of the Payment Apps in a month.	2.96	0.11	2	5	1.67	2.79	-1.69
Usage of weather app to check regular weather conditions.	1.32	0.03	1	1	0.46	0.21	-1.4
Frequency of use of Weather Apps in a month	2.5	0.1	2	1	1.51	2.3	-1.01
Usage of Video calling App.	1.75	0.02	1	1	0.38	0.14	0.98
Frequency of use of Video calling Apps in a month.	2.57	0.09	2	2	1.38	1.9	-0.92
Mobile to watch time, whether having watch on your wrist or not	1.31	0.03	1	1	0.46	0.21	-1.28
Usage of Data transfer Apps like Bluetooth, wifi, shareit etc. on mobile.	1.08	0.01	1	1	0.26	0.06	8.65
Video games on Mobile.	1.47	0.03	1	1	0.5	0.25	-2.01
Time to play Video games in your Mobile.	2.19	0.11	1	1	1.6	2.56	-0.73
Usage of online shopping Sites through Phone.	1.26	0.03	1	1	0.44	0.19	-0.85
Frequency of usage of shopping Apps in a month.	2.82	0.08	2	2	1.23	1.51	-0.75

V. FINDINGS

1. 88.5% of the respondents always carry their mobile phone always with them. It is the most essential to them to carry every place with them.
2. 75% respondents are there who uses the mobile phone more than 2 hours a day. Even the 7% are those who use mobile phone more than 8 hours a day.
3. 99% of the respondents who are using internet on their mobile phone and 94% are using 4G network on their mobile phone.
4. Most popular network among the population is Jio.
5. There are 25% of the respondents who have more than 10 spare utility apps downloaded in their mobile phones except the built in apps. 57% are there who have 3-10 extra mobile apps in their mobiles.
6. Watching TV is also replaced and 58% respondents are there who uses TV Live Apps.

7. Social Media like Facebook, WhatsApp, Telegram, FB messenger etc. he is the most used app among the all other apps Music App. 96% respondents are using Social Media Apps in their mobile.
8. Data Transfer Apps like Share it etc. is used by 92.5% respondents.
9. Formal Communication Apps like Gmail, yahoo, linked in etc. is used by 92.5%.
10. Video Calling Apps like is used by the 83% respondents, followed by Educational Apps with 80% of respondents, Online Shopping Apps with 74% of respondents and Music Apps with 77% of the respondents.

VI. LIMITATIONS AND FUTURE SCOPE OF THE RESEARCH:

Limitations

1. Study can be found more effective with increased sample size.
2. Results of the study may not be applicable to the areas except than the area where research is conducted.

Future Scope

1. Comparative Study with other modes of advertisement can be done.
2. Attitude towards advertisement to be measured, present study covers only the increasing usage of mobile.
3. Study can be done in respect to specific product or service.

VII. CONCLUSION & RECOMMENDATIONS

Above analysis and findings clearly indicate that sample group is using many utility apps on their mobile phones and mobile usage become very high, these mobile apps has replaced and in process of replacing the major day to day utility activities like music, television, shopping, newspaper, cinema, educational services, offline communication modes and shopping. It is concluded that online advertisement have greater scope in future. Apps specially related to formal communication, social media and shopping will play a key role in the industry of advertisement and edge in sale of the product.

Recommendations

1. Emphasis on online/mobile advertisement as majority respondents carry their mobile always with the and using the 4G network too.
2. Advertisement through utility apps is recommended.
3. Advertisement through Social Media has most influencing to the respondents and recommended.

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