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## LOCATION BASE ADVERTISING: ADVERTISEMENTS WITH YOUR FOOTSTEP

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### ABSTRACT

*In Present scenario cell phone is not just a way of communication; it's an indispensable tool of comfortable life. Its became a mean of Contact, Entertainment and Information. This article paper is an introductory article paper to discuss a new paradigm in mobile services "Location base Advertisement" their need, future prospect, perceived value and their cost. Location Base advertisement is a subset of location base services. In abroad such type of services is very popular but in India it is on very nascent stage. Location-based services refer to such a applications that use knowledge of the geographical Position of a mobile device with the help of GPS, which tracks the Location of the cell user. In India such services is on the very nascent stage, but if it get the consent of Masses it may be helpful in many ways but one Measure constraint is privacy.peoples location can Easily Identify.*

### KEYWORDS

Mobile Applications, Push and Pull location base Advertisements, Privacy Factor, GPS.

### INTRODUCTION

In Present scenario cell phone is not just a way of communication; it's a indispensable tool of comfortable life. its became a mean of Contact , Entertainment and Information. Indian telecom industry underwent a high pace of market liberalisation and growth since 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011.India has the largest mobile phone user base with over 929.37 million users as of May 2012.It has the world's third-largest Internet user-base with over 137 million as of June 2012. Major sectors of the Indian telecommunication industry are telephony, internet and television broadcasting. .

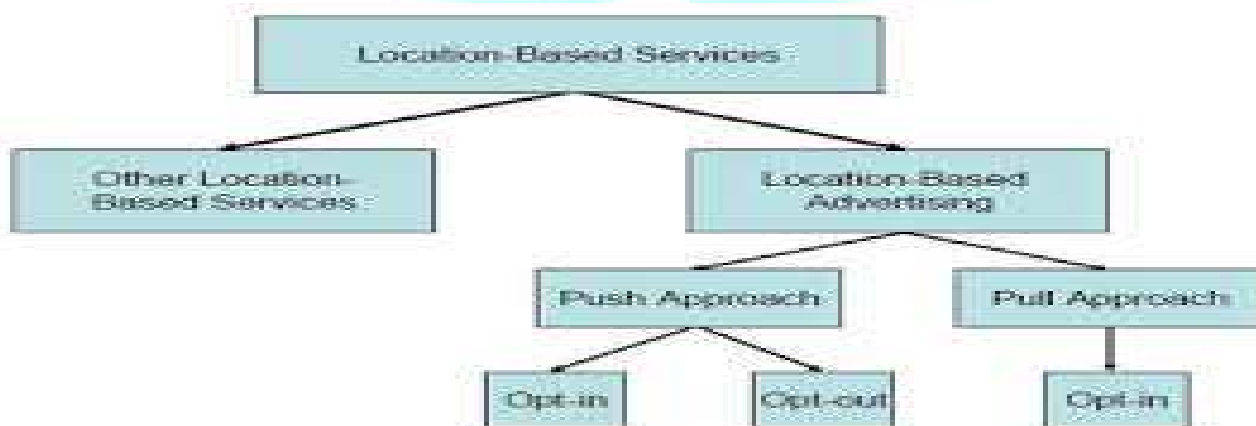
It's not only facilitating much more to user but also a way to increase the Income of operator. The total revenue of the Indian telecom sector grew by 7% to Rs. 283,207 crore (US\$49 billion) for 2010–11 financial year, while revenues from telecom equipment segment stood at Rs. 117,039 crore (US\$20 billion).This article paper is an introductory article paper to discuss a new paradigm in mobile services "Location base Advertisement" their need ,future prospect, perceived value and their cost. Location Base advertisement is a subset of location base services. In abroad such type of services is very popular but in India it is on very nascent stage.

Location-based services refer to such a applications that use knowledge of the geographical Position of a mobile device with the help of GPS, which tracks the Location of the cell user. In India such services is on the very nascent stage, but if it get the consent of Masses it may be helpful in many ways but one Measure constraint is privacy .peoples location can Easily Identify.

### LOCATION BASE ADVERTIES

Location base advertise is an important feature of location base services. Location base services is an information service which is accessible with mobile devices through the mobile network and which uses information on the geographical position of the mobile device. **Location-based advertising (LBA)** is a new form of advertising that integrates mobile advertising with Location Based Services. The technology is used to pinpoint consumer's location and provide location-specific advertisements on their mobile devices.

### TYPE OF LBA



**PULL LBA-** pull advertising is any advertising message sent to the wireless subscriber upon request shortly thereafter on a one time basis Pull LBA is advertising specific to the location of the consumer delivered to the mobile device only when it is explicitly requested for it. In this type of LBA, the consumer initiates the request for advertising or promotions for preferred product categories close to his/her location.

**PUSH LBA-** The push approach is a more versatile approach and is divided into two types. 1<sup>st</sup> opt-in services and another is opt-out services .At present opt-in services very much popularise. In this type of service the users can determine what type of advertisements or promotional material they can receive from the advertisers. As Example when first time any body visit to the shop or website of service provider, they get E-mail ID mobile no. Location and other necessary information of consumer and thereafter they update time to time about offer and various scheme. An opt-out service is not requested service. It is the more common approach amongst the two approaches as this allows advertisers to target users until the users do not want the ads to be sent to them. Most of time such advertises not useful for consumer and its clog the inbox of consumer. With push LBA, consumers have less control and marketers have more control over the flow of advertising and promotions.

**LOCATION BASED ADVERTIES IN INDIA**

With the rise in number of user of cell phone and their versatile and user friendly application customer become more m-savvy, consumer are more happy to receive relevant application on their handset either that's are relating to banking information or railway. According to a study,49%of consumers would use location base advertising more if the information they received is more relevant and useful.

At present cell phone is a multitasking Instrument .it assisted to user whether he have need to buy a house or book a taxi, to search a restaurant or find out scheme and offer of Different companies, but scenario in changing process . lalitesh Katraggadda,country head,product,Google India, see a bigger role in using map as Internet use itself is changing direction from 'List view 'to 'Map View'. So far Example , a search for an gift gallery will not only throw up a list of shop, but also locate them on a map.

This June, Google paid \$ 1 billion to buy Waze, an Israeli app creator that gathers map data and other information from users to provide routing and real-time traffic updates.

**COMPANIES WORKING IN FIELD OF LBA**

S.NO.	NAME OF COMPANIES	STARTED	BUSINESS	MAP ADVANTAGE
1.	Taxiforsure.com	2011	Aggregates car rentals and taxis (at present in Bangalore & Delhi)	User can track a cab. Also gives drivers route map with pick-up and destination points.
2.	Adnear.com	2009	Offer companies location Base services for better targeting of Ads	Give user a map on Mobile devices.
3.	Housing.co.in	2012	Map-based portal to buy, rent or sell property	Locate property and facilities in and around it.
4.	Zomato.com	2009	Restaurant listing portal started in India, operates in seven countries.	To give Exact location of Restaurants.

Sources: The Economic Times, New Delhi. Thursday, 18 July 2013

**SUPPORT STRUCTURE NEEDED FOR LBS PROVISION**

There are three things required for providing smoothness to this business, faster broadband, more uses of Smartphone and third and most Important thing digital map of India. The above two things are easily available and on fast growing stage but third component is on early stage. a few year back, digital maps were limited to 30-40 cities and with limited information but in Decade India would have covered every street, house shop and building on digital map. The mapmyindia.com was posting annual revenues of aboutRs 3 crore between 1995 and 2007.In 2012-13,it closed with Rs 100 crore.Adnear.com,which has mapped 800cities and 4000 towns in India for data on location of Advertising billboard and other spot.

**FUTURE POTENTIAL**

According to Tom Tom, A navigation solution provider, the map market inIndia,comprising digital maps and navigation devices, is currently about \$ 200 million, and will increase to up to \$ 3 billion in five years .some of this growth will be powered by map-based businesses. All the data indicating that the future will be map dominating business era.

When advertise will be customise, according to the need of people and in reach of people, that not only valuable for customer but economic for marketers also. it will save the searching time of people, direct hit the targeted customer and reduce the negativity towards unwanted SMS that clog the inbox of customer.

The main constraints of Entrepreneur development are lack of resources, limited coverage area etc.They have need efficient use of resources and more customer orientation for getting success in cut troth competition era.LBA is a Goal centred and economic way to reach the targeted customer and create a good repo. Its a very economic way for entrepreneur

That they peruse only those person they are prospective customer and in their reaches location.

**CURRENT CONSTRAINTS IN THE PROVISION OF LBA IN INDIA**

In India LBA is still on nascent stage. Indian market has several distinguishing characteristics. Only 3% people use GPS enabled phone and 21 % people use Internet on their phone. Most of people not properly aware new apps.In villages phone is still remain as a communication tool. Low Income is also a constraint of LBA.

Presently that form of LBA practices in India (push opt –out) create a negativity among customer because that is not customise. Most of massages irrelevant and not base on consumer feedback. Tracking location is also a major constraint.

**THE WAY FORWARD**

Every constraint has proper solution if work execute in planned way. If a Proper solution provided for Privacy concern than it will be a great boon for marketer as well as customers .with the help of LBA application peoples will be able to get Messages in more customised way.

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