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A STUDY ON CONSUMER'S ATTITUDE TOWARDS EMERGING TREND OF MOBILE ADVERTISING IN KERALA**AKHILA VENUGOPAL****STUDENT****DEPARTMENT OF COMMERCE & MANAGEMENT****AMRITA SCHOOL OF ARTS & SCIENCES****AMRITA VISHWA VIDYAPEETHAM****KOCHI****CHAITHRA M****STUDENT****DEPARTMENT OF COMMERCE & MANAGEMENT****AMRITA SCHOOL OF ARTS & SCIENCES****AMRITA VISHWA VIDYAPEETHAM****KOCHI****GIRISH S****ASST. PROFESSOR****AMRITA SCHOOL OF ARTS & SCIENCES****AMRITA VISHWA VIDYAPEETHAM****KOCHI****ABSTRACT**

In today's world, the uses of mobile phones have become much popular in all sectors of the economy. The rapid acceptance of mobile phones results in the adoption of this technology very quickly. Consumer preference plays a major role in today's business world. Marketing through mobile advertising is one of the major modes of interactive technology to market and promote their products and services. Marketing activities led by means of mobile devices empower sponsors to straightforwardly speak with potential clients in a quick speed furthermore, notwithstanding the topographical area. Mobile advertising has been recently referred as one of the best means to cut through the mess and associate specifically with the customer. Indian mobile market is one of the quickest developing markets because of the expansion in the number of middle income consumers and is forecasted to achieve a great many clients in the following decade. In this manner, research on mobile advertising would affect significantly in transit business is finished This study aims to present results of a survey among 150 cellular phone users in the State of Kerala on consumer attitude towards advertising via mobile devices. The research summarized in this paper researched consumer attitudes and usage behaviour in respect to mobile advertising.

KEYWORDS

mobile advertising, consumer's attitude, irritation, consumer behaviour, A2P, P2P.

1. INTRODUCTION

In regular live, gadgets and frameworks in view of versatile innovations have turned into a typical in most industrialized nations. Their significance is evident to every one of us. The fast selection procedure of mobile phones demonstrates that substantial parts of the population have acknowledged this innovation rapidly. Fast improvements in versatile method for correspondence have brought out new correspondence channels for advertisers to achieve their clients. Especially young generation utilizes cellular telephones as a multipurpose method for correspondence by accepting and sending instant messages, design, information, music, video and so forth. These expressed components of cell telephones make cellular telephones a standout amongst the most imperative method for correspondence. At the point when considered regarding promoting, cellular telephones are immediate showcasing instruments that empower correspondence with target bunches in wherever and whenever. In correspondence by method for portable notices sent relying upon the purchaser data, availability, recurrence and pace are expanded.

The development of mobile advertising has opened another region for exploration. It is particularly critical to know how consumers feel about the promotions conveyed to their cellular telephones. A better understanding of this issue is basic to the viable utilization of mobile advertising. This study expects to add to this target and introduces consequences of an overview among 150 mobile phone users in Kerala on consumer attitude towards advertising by means of cell phones (publicizing through cell phones). The exploration abridged in this paper explored purchaser states of mind and use conduct in appreciation to mobile advertising.

2. LITERATURE REVIEW**VARIOUS MODES OF ADVERTISING****2.1 SMS**

The main type of mobile advertising was short message promoting sent to the cell telephones of excited consumers decided before with a specific end goal to take an interest in mobile advertising campaigns. Advertising through cell phones' SMS (Short Message Service) turned out to be progressively prevalent when organizations began to gather cellular telephone numbers and send off needed (or undesirable) content. Huge masses are come to by SMS advertising. As in each new application put into practice, there is a need to direct procedures toward business sector responses and desires in SMS advertising too. Deciding attitudes and opinions of buyers will be useful to utilize this limited time device more successfully. Short message ads are limited as far as innovativeness since just instant messages up to 160 characters can be sent through short messages. Alongside this, short message advertising is connected for the most part through cellular telephones. Short messaging services have gained great popularity in interpersonal correspondence since it gives message exchange to clients of any age bunch in their social and business relations.

2.2 MMS

In the next years, particularly multimedia messaging services (MMS) were utilized during mobile campaigns. Multimedia message advertisements are comprised of drawings and audio clips and they can pass on more inventive and viable messages. About every single new telephone delivered with a shading screen are equipped for sending and accepting standard MMS message. Brands can both send (mobile terminated) and get (mobile originated) rich substance through MMS

A2P (application-to-individual) mobile networks to mobile subscribers. In some networks, brands are likewise ready to support messages that are sent P2P (individual-to-individual). Great illustrations of versatile began MMS showcasing effort are Motorola's campaign, where the brand permits the buyer to send their portable photographs to the LED load up progressively and also blog their pictures on the web.

2.3 SOCIAL MEDIA

Social media advertising, likewise social media focusing on is a group of terms that are utilized to depict types of online advertising that emphasis on long range social networking services. One of the real advantages of this sort of advertising is that promoters can exploit the clients' demographic data and focus on their advertisements appropriately. Social media advertising focusing on current targeting options (like geotargeting, behavioural targeting, socio-psychographic targeting, and so on.), to make detailed target group identification possible. With social media advertising, promotions are circulated to clients in light of data assembled from target group profiles. Popular social media sites, Facebook, Twitter, and YouTube, offer diverse approaches to publicize brands. Facebook gives advertisers option, for example, advanced posts, supported stories, page post promotions, Facebook object (like) advertisements, and external website (standard) promotions. To publicize on Twitter there are promoter tweets, trends and advanced records that appear on client's newsfeeds. For publicizing on YouTube there are marked channels, advanced recordings, an in video promoting.

2.4 CALL

Although numerous potential and existing clients consider telephone calls from advertisers to be intrusive and irritating, almost each business association around the globe utilizes call focus promoting as a result of its various advantages. It can be utilized by the organization for advancing items and administrations, giving client administrations, leading investigate, getting criticism and significantly more. Organizations use client relationship administration devices to monitor calls they have made and gotten, and in addition data about their clients' purchasing examples and foundation data. They can utilize this information to give customised prompts, which are planned by call focus promoting experts.

3. SCOPE OF THE STUDY

The popularity of mobile advertisements is growing in all over the world, and it is consequently relevant for advertisers to consider this new type of marketing. This is a present worry of business sector exploration of numerous organizations. Although numerous examination concentrates on have been directed around the world to look at consumer attitude towards a product or services, there has been deficient research on consumer attitude towards mobile advertising, particularly in Kerala. This examination study goes for exploring the behavioural expectations of consumers towards mobile advertisement in Kerala, India. This is huge as there has very few comparable studies on this recorded of advertising. The discoveries give better experiences to organizations on the best way to utilize mobile phones as one of the effective devices to showcase their items.

4. OBJECTIVES

1. To study the effect of attitude toward mobile advertising on consumer intentions to receive mobile ads.
2. To study the effect of consumers intentions to receive mobile ads on their behaviour after receiving mobile ads.

5. METHODOLOGY

The study is based on both primary and secondary data. Primary data will be collected using questionnaire method and secondary data from various journals, web sites.

6. ANALYSIS AND INTERPRETATION

Out of the 150 samples, 50% are men and 50% are women. 45% of the respondents belong to the age group 21 years to 35 years, 13% belong to the group of below 20 years, 30% belong to 36 years to 50 years and rest of the respondents are of the age group of above 50 years. The analysis was done with the help of using SPSS tools.

6.1 TO ANALYSE THE WILLINGNESS TO RECEIVE MOBILE ADVERTISEMENTS

CASE PROCESSING SUMMARY

TABLE 1

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Willing to receive adv * if yes then	43	28.7%	107	71.3%	150	100%

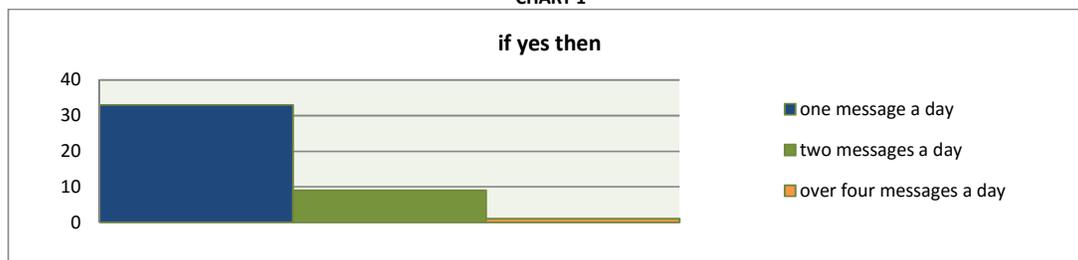
WILLING TO RECEIVE ADV * IF YES THEN CROSS TABULATION

TABLE 2

		If yes then			Total
		One message a day	Two messages a day	Over four messages a day	
Willing to receive adv	Count	33	9	1	43
	% within willing to receive adv	76.7%	20.9%	2.3%	100%
	% within if yes then	100%	100%	100%	100%
	% of total	76.7%	20.9%	2.3%	100%
Total	Count	33	9	1	43
	% within willing to receive adv	76.7%	20.9%	2.3%	100%
	% within if yes then	100%	100%	100%	100%
	% of total	76.7%	20.9%	2.3%	100%

6.1 CHART SHOWING THE NUMBER OF ADVERTISEMENTS THE RESPONDENTS ARE WILLING TO RECEIVE

CHART 1



Out of the 150 respondents only 43 are willing to receive mobile advertisements. Out of the rest, 33 are willing to receive one message a day, 9 are willing to receive two messages a day and only 1 are willing to receive over four messages a day as they think that the information provided through mobile advertisements are less reliable.

6.2 TO ANALYSE THE BEHAVIOUR OF THE RESPONDENTS WHILE RECEIVING THE MOBILE ADVERTISEMENTS
CASE PROCESSING ANALYSIS

TABLE 3

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Willing to receive adv * if yes then	150	100%	0	0	150	100%

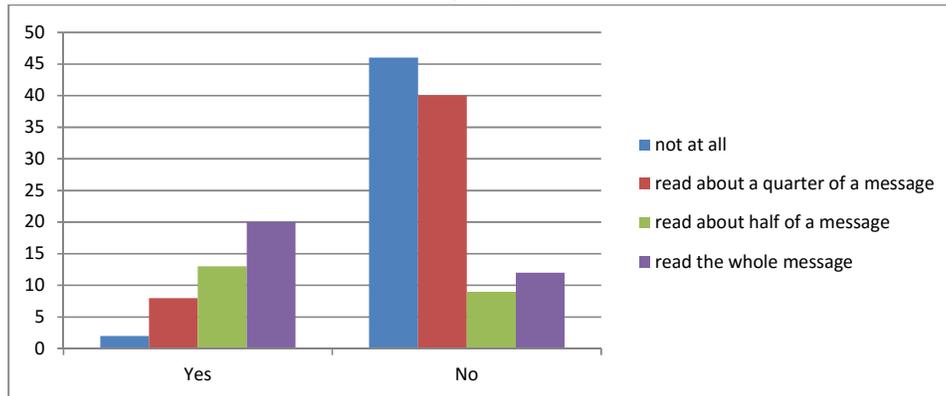
WILLING TO RECEIVE ADV * READ CROSS TABULATION

TABLE 4

			Read				Total
			Not at all	Read about a quarter of a message	Read about half of a message	Read the whole message	
Willing to receive adv	Yes	count	2	8	13	20	43
		% within willing to receive adv	4.7%	18.6%	30.2%	46.5%	100%
		% within read	4.2%	16.7%	59.1%	62.5%	28.7%
		% of total	1.3%	5.3%	8.7%	13.3%	28.7%
	No	count	46	40	9	12	107
		% within willing to receive adv	43%	37.4%	8.4%	11.2%	100%
		% within read	95.8%	83.3%	40.9%	37.5%	71.3%
Total		% of total	30.7%	26.7%	6%	8%	71.3%
		Count	48	48	22	32	150
		% within willing to receive adv	32%	32%	14.7%	21.3%	100%
		% within read	100%	100%	100%	100%	100%
		% of total count	32%	32%	14.7%	21.3%	100%

6.2 CHART SHOWING THE BEHAVIOUR OF THE RESPONDENTS

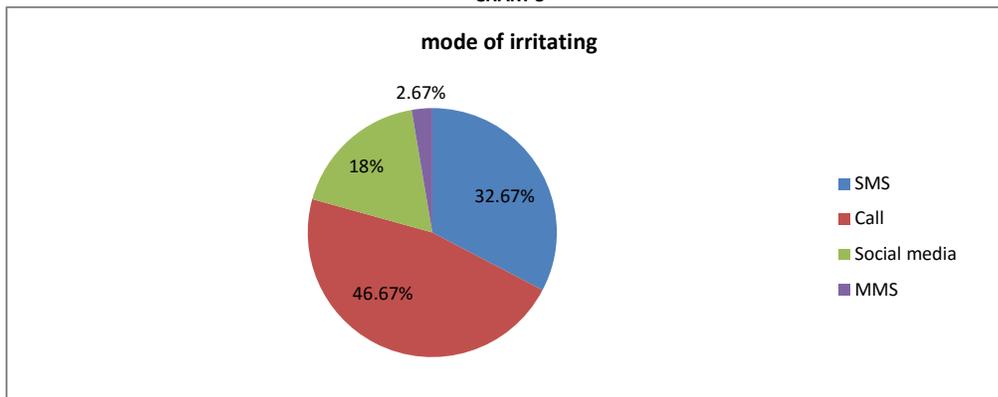
CHART 2



Out of the respondents, 48 won't read the messages at all, 48 read about a quarter of a message, 22 read half of the message and 32 will read the whole message. 46 of the 48 respondents who won't read the message at all are of the group who not willing to receive the mobile advertisements as they think that the credibility and Informativeness is low in case of mobile advertisements.

6.3 TO ANALYSE THE MOST IRRITATING MODE OF RECEIVING MOBILE ADVERTISEMENTS

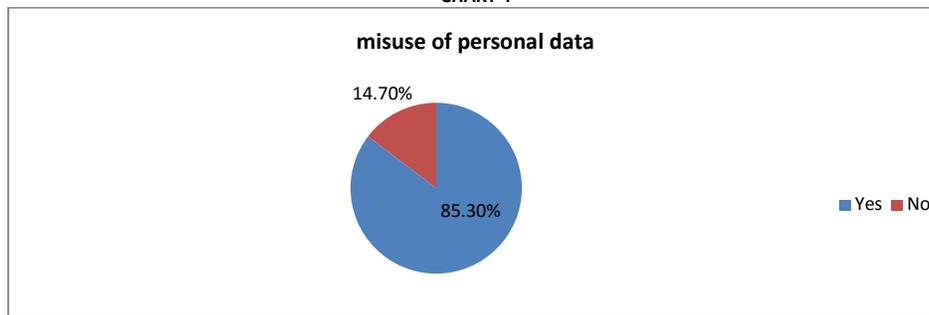
CHART 3



Majority of the respondents feel that advertisements via call are the most irritating mode of receiving mobile advertisements. The other modes are considered less irritating as those can be ignored more easily when compared to calls

6.4 TO ANALYSE THE RISK OF PERSONAL DATA BEING MISUSED

CHART 4



85.3% of the total respondents feel that there is a risk of personal data being misused when using mobile marketing service as the marketers use their personal contact details for marketing which cannot be entertained by the mobile users.

7. FINDINGS AND RECOMMENDATIONS

1. Out of the 150 respondents only 43 are willing to receive mobile advertisements which mean that the customers have low intention towards receiving mobile advertisements.
2. Most of the respondents do not read the whole message that they receive through mobile marketing services which shows that the customers have low credibility or mobile advertisements.
3. Majority of the respondents feel that mobile advertising via call is the most irritating mode of receiving advertisements.
4. A large percentage of the total respondents feel that there is a risk of personal data being misused when using mobile marketing service.
5. The study found that the customers have low overall attitude and high irritation towards mobile advertisements.
6. The consumers' attitude toward mobile advertisements might be favourable if advertisements are sent only to those customers from whom prior permission is obtained.
7. The marketers could use techniques to make advertisements more playful and creative which may attract the customers' attention.

8. CONCLUSION

The study examines about consumer attitude on receiving mobile advertisements based on entertainment, informativeness and irritation. The discoveries express that the overall attitude is unfavourable which is since the three traits entertainment, informativeness and credibility which impact the attitude are likewise unfavourable and irritation, another variable is high among the customers. This might be on account of the advertisements got on mobile advertisements were irritating, given the individual, personal nature of mobile phones. Attitude is likewise impacts consumers' intention to get mobile advertisements. At long last expectation impact the behaviour on accepting mobile advertisements, that is how much and when do the buyers read the mobile advertisements. In this manner it is not a smart thought to send advertisements through mobile to consumers.

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