

## **M-ADVERTISING IN RAJASTHAN: A STUDY OF CONSUMER ATTITUDES AND PREFERENCES**

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### **ABSTRACT**

*Today Indian advertising has the enormous job of speaking in the world's most diverse population. English is the only common language throughout India, however, some of them unknown in many sectors of the population. Television, radio, and newspapers rely on more than two dozen languages, thus limiting the communicative reach of many advertisements to certain geographic regions or some sectors of society. Language problem arose in India there are so many languages and advertisement came in English. In northern India, Hindi is widely used in ads but it is not useful in southern India where it is seldom spoken. This reason is created hurdle in the ads some advertisements combine English and Hindi in a mixture known locally as Hinglish. Today each and every person has mobile phone and use frequently. They need information in fraction of second and want to get all useful things in mobile phone. Is it valuable or not for us? Now trend of internet usage in Rajasthan is increasing day by day. Market trend is going to digitalize and Connectivity of network is also increasing in rural areas. Mobile users get instant messages, online ads and voice-call advertising; some users avoid advertising some use it. Customer will get information of the product brand through m-advertising. Through m-advertising effective and valuable information reaches in the hand. They can touch with our products and get update of new product any time. Purpose of the study is to investigate factors that influence the attitude and preferences of m- advertising by consumers. After digitalization of India we are getting information through various methods such as Radio, TV, internet, SMS. Voice-call etc. companies are competing with fastest information provider to customers.*

**KEYWORDS:** *M-Advertising, Technology, Information, Digitalization.*

### **Introduction**

Advertising since inception becomes a very interesting and important part of marketing. It's experimental in nature and has power to give result with very short time span. This experimental characteristic of advertising makes the subject even more interesting. Advertising is an integral part of the promotion strategies of any organization and plays a significant role in success and growth of the brand. As successful and well implemented advertising strategy can make customer believe in product, brand and company. Advertising have evolved many folds from past decades and become very innovative and creative in nature. Starting from television, radio, newspaper as various vehicles to drive the chariot,

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Internet, social media, mobile application empowers the concept to grow exponentially in Indian Market. Information technology remains a backbone for all the industry and sector and fuelled growth of most of the industry and sector. Apart from basic information technology, various innovative and advance forms revolutionized many industries. With evolution of smart telephony and affordable internet services, Mobile Advertising has evolved as a Game changer in Indian Advertising Industry. The concept has imbibed digitalization so well that digitalization is gradually become the strongest pillar to drive growth of advertising in India. Digitalization of advertising refers to execution of various business processes with the help of digital technologies. This include use of internet, smart mobile phones, mobile application programs and various other innovative forms and programs, which can be used for digitalization of communication.

The rapid changing technology of mobile phones and other mobile devices has created a new channel for marketing. Short Messaging Service to access customers through their handheld devices is gaining popularity; the ultimate medium for one-to-one marketing is mobile phone. The present study investigates and gets some facts about consumer attitudes and preferences toward mobile. An instrument for measuring attitudes toward mobile advertising is developed. The results of a survey indicate that (consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to it. Thus it is not a good idea to send SMS advertisements to potential customers without prior permission. Customers ignore the ads if agencies send messaging or using voice advertising they irritate with this without prior information.

According to the Telecom Regulatory Authority of India (TRAI) there are more than 1078 million mobile phone subscribers in India and number of subscriber in Rajasthan is 59527922 as on 29.02.2016. The Internet and Mobile Association of India (IAMI) is reported that there are more than 46 million active mobile Internet users in India, a statistic that suggests that mobile Internet users will surpass desktop users in the coming quarters. How is mobile Internet linked to mobile advertising? The short answer is "very intricately". When users consume content on the mobile Internet, either through mobile websites or mobile applications, they provide an opportunity for advertisers to reach out to their target audience.

Mobile advertising has evolved in India in terms of creative ideas. Today, rich media ads allow consumers to interact with the ad in a non-intrusive manner. For example, users can watch a video, get a 3D view of a product, locate a store, call a dealer and send message for reserve the product in advance. Now a day online advertising is going on through internet entrepreneurs' start online office and inventories for consumers. Higher Internet speeds make the user experience better, but rich media technology has evolved to an extent Problem arise consumer with lower data speeds. Break down the speed on internet creates obstacles for consumers they lost transactions. Brands in India are using the capabilities of the mobile phone to deliver engaging experience to consumers.

### **Display Advertising**

Imagine you are surfing a news portal on your mobile phone. Ads displayed on the pages you surf. The other form of display advertising is in-app Advertising. If you are a regular player a free version of Games on your Android phone, you would see ads displayed on the top right corner or bottom and top of the device.

### **SMS or Text-based Advertising**

Some mobile phone users in India have been exposed to SMS-based advertising. The recent TRAI regulations around SMS are likely to curtail this form of mobile advertising.

### **Search Advertising**

Advertisers show ads when a consumer searches for something on the Internet. Sometime we click it and got Ads.

### **Voice Advertising**

Consumer got a voice call after receive call a voice from through computerization voice of male or female give information of the product.

### **Mobile Advertising Better than Other Media**

As a medium, mobile is fundamentally different and superior to other media on all counts that matter to advertisers - availability, targeting, engagement and measurement.

**Availability**

The mobile is an extremely personal device that most of us tend to access every moment we are awake. This gives advertisers access to their target audience nearly 24x7.

**Targeting**

Mobile offers targeting like no medium can. Advertisers can target their audience by mobile device, operator and operating system in addition to the usual targeting and segmentation variables that exist for other medium.

**Engagement**

Today, mobiles have immense computing power, 4.3" screens, touch screen capability and sensors such as accelerometers, gyros in addition to technologies such as GPS. All these elements allow for a creative ad formats and immersive engagement. For instance, a daily deal company can run a campaign where a shake of the mobile can refresh the deal on offer in that city. And unlike other media, friction between engagement and call to action is nearly non-existent for mobile; given it is a communication device at the core.

**Measurement**

Mobile enables tracking and measurement at a far granular level compared to traditional medium. For example, advertisers can track the number of seconds a consumer spent viewing a video, or the percentage of consumers that chose a particularly product variant.

**Limitations of the Study**

- Consumers generally have negative attitudes toward mobile advertising.
- Consumers avoid messages and voice advertising.
- Information through the consumer may be biased and inaccurate.

**Objectives**

- To study the preferences and awareness about mobile technology.
- To study the attitudes towards mobile advertising via sms and voice.

**Research Methodology**

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the Formulating hypothesis. In this research proposal qualitative method will be using Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behavior.

**Research Design**

- The structured questionnaire can be the survey method that will be given to respondents. This will be done through a personal interview method, I will choose the mall intercept method because questionnaires can be given to consumers at their point of purchase and they can produce their opinion on the topic, also it will be distributed to college students at the university because they also represent a big sector of the society.
- The questionnaire will mainly contain ordinary and interval scales to measure several perceptions, and preferences in the minds of the Indian consumers.

**Review of Literature**

Advances in communication technology directly affect marketing tools and methods. Rapid developments in mobile means of communication have brought out new communication channels for marketers to reach their customers. Particularly young generation uses mobile phones as a multipurpose means of communication by receiving and sending text messages, graphics, data, music, video etc. These stated features of mobile phones make mobile phones one of the most important means of communication. When considered in terms of marketing, mobile phones are direct marketing tools that enable communication with target groups in any place and at any time. In communication by means of mobile advertisements sent depending on the consumer information, accessibility, frequency and speed are increased. According to the information obtained from the Global Mobile Suppliers Association as of March 2011, 543 GSM/EDGE networks operate commercially in 198 countries in the world. Again, according to the same report, total number of mobile communication subscribers in the world is 4 billion 916 million. While this figure was 1,14 billion in 2004, it was 3,3 billion in 2007.

In this field, particularly short messaging service (SMS) has been very successful. Mobile SMS advertising has becoming increasingly important among marketers since it can personalize messages and it is interactive. In general terms, mobile advertising is the transmission of advertising via a mobile device. Mobile advertising is the transmission of a message related to products, services and opinions for promotional purposes via mobile devices. In another definition, mobile advertising is expressed as the presentation of a product, service or ideas with personalized information to the target group by using mobile means of communication. In fact, mobile advertising is a dimension of mobile marketing and mostly focuses on advertising. Pull- and push-oriented advertisements are used in mobile advertising. In push-oriented advertisements, *Sevtap Ünal et al. / Procedia Social and Behavioral Sciences 24 (2011) 361–377* 363 written and video messages are sent to target customer groups after getting permission from mobile phone users. On the contrary, in the pull-oriented advertisements, free information such as traffic reports or weather condition is sent by adding them to the information asked for by mobile phone users. Mobile advertising has become attractive due to its low cost and high spread. The leading companies of the world such as Procter & Gamble, Microsoft, Disney, Coca-Cola, Sony Pictures and McDonalds adopted mobile advertising and included mobile advertising in their marketing budgets. Since the first mobile advertisement message was sent in Scandinavia in 1997, mobile advertising has been rapidly growing. The first form of mobile advertising was short message advertising sent to the mobile phones of eager consumers determined before in order to participate in mobile advertisement campaigns. Along with this, short message advertising is applied mostly through mobile phones. Short messaging service has gained great popularity in interpersonal communication since it provides message exchange for users of any age group in their social and business relations. Mobile advertising is different from traditional media advertising in various ways.

### Conclusion

Above study shows mobile advertising effects on consumers and company. Attitudes and preferences of consumers for using mobile advertising which is easier and flexible way to get information. This can be a fastest method to give information about product and services details to consumers. Company holders can get data of those consumers who have interest to use this facility to purchase products and services. In coming scenario mobile user's increases they will need information regarding product and technology m-advertising then this research will fulfill the gap of attitude and preferences among the users. Customer will get information product and the brand through m-advertising. Information reaches effective and valuable in the hand. They can touch with our products and get update any time.

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