



IMPACT OF MOBILE ADVERTISING ON CONSUMERS ATTITUDE

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Abstract- The rapid increase and usage of mobile phones around the world has opened the door for a new age of marketing. The study looks into the consumer's attitude on mobile advertising. Entertainment, information, credibility and irritation were taken as independent variables. The questionnaire was made on a 5 point Likert scale. 40 questionnaires were distributed to two cities, Karachi and Quetta. Pearson Correlation test was applied in this study. The results showed that entertainment, information and credibility were positively related to mobile advertising. Irritation was negatively related to mobile advertising. More variables are needed to be considered for future research.

Keywords: SMS Advertising, Attitude, Information

I. INTRODUCTION

The increase of mobile phones or cellular devices has opened the door for the companies to explore new ways of marketing their products and services. Many of the consumers receive millions of information and messages on their mobile phones which is the most popular among the cellular devices. Those messages can be in the nature of SMS, while other messages can be in the form of viral advertising. Viral advertising is a marketing technique which is used by the companies in order to promote their products and services through the use of internet. Many companies believe that sending short messages on the cellular devices of the consumers is the easy way of communication (Tsang et al., 2004). In some of the researches, it has been found that sending message is a good way of communicating with the consumers, but is it fulfilling its purpose? In many of the researches, which has been conducted around the world, it has been found out that while mobile based advertisement is a good means of communicating with the end consumers. It has also been discovered that consumer's attitude prevents them from trusting these forms of advertisement. The consumers believe that receiving messages from different companies without asking prior permission from the consumer is not a good way of marketing (Bhatti, 2018b). Furthermore, it can be stated that companies are now a days working on mobile advertising to sell their products and services (Kamal & Chu, 2012). They believe that advertisement through mobile phones is less costly and the message can be sent to over millions of the consumers around the globe. The SMS marketing does have its benefits but also has some drawbacks. The privacy of the consumer is a big concern for the company. Also consumers say that they should be asked before they are sent messages from the companies (Bhatti, 2018a; Bhatti, Rehman, Kamal, & Akram, 2021). According to the research, the advertising mediums such as print and electronic media have become very expensive when compared with other forms of communication. Therefore, the SMS marketing and using viral forms of advertisement have become an increasing demand for the companies to use these platforms (Bhatti, 2018c; Bhatti, Saad, & Gbadebo, 2018).

Rationale of the study

The study is very important for researchers and marketers around the world. The study would give insights on the consumer's attitude and also give better direction on how to target consumers through cellular devices. This can be vital and useful for the company and marketing research.

Scope of the study

This study is limited to two cities namely, Karachi and Quetta. The study would remain focused in these two cities; other cities of Pakistan would be considered at later stage.

Problem Statement

The study is based on the effect of mobile phone advertising through SMS marketing which may be considered as the second tier tool of direct marketing; on the customer satisfaction. More precisely it can be said, "How mobile advertising effects consumers' attitude".

Hypothesis

The following null hypothesis will be tested in the study.

Ho1: Mobile marketing is not related to entertainment.

Ho2: Mobile advertising is not related to the information about the product.

Ho3: Mobile advertising does not annoy customers

Ho4: Mobile advertising is not credible.

II. LITERATURE REVIEW

Advertising is a core function of the marketing, which uses verbal or nonverbal form of communication in order to sell products or services of the company to the consumer. The advertising and its impact on the consumer has been one of the most debated topics in the field of marketing research. Advertising in some of the research has been defined as that form of medium through which companies communicate with the consumer regarding the products and services, which it has to offer. Advertising has been discussed in many research papers and studies. There are different types of advertisement that we experience in our daily life. The first type of advertising is display advertisement. The display advertisements are the form of marketing which is done mostly on social platforms and on the internet. The consumers when surfing through the internet sees search engines and advertisement are displayed with respect to the consumers search history and its geographical position on the web (Noor et al., 2013). This form of advertising results in many consumers to be attracted and engaged to the services which the company is offering. Printing of products and web banners are the form of display advertisement. The second one is the social media advertisement. These social media advertisement are mostly found on social platforms such as Facebook, twitter, LinkedIn and Instagram (Bhatti, Bano, & Rehman, 2019). These are the most widely used application for the consumers. The companies target these social media platforms so that they can deliver products, services and carrier jobs for their target market. The Facebook is one of the most widely used forms of communication and advertising the brands of many different companies (Bhatti, Khan, gull, & Kamal, 2020). Most of the advertisements displayed on these channels are paid by the companies and they are repeated as the consumer logs in to this account. The next type of medium is the use of newspaper and magazines. The newspaper is the widely read and less costly as compared to the other mediums. The newspaper has vast pages and proper advertising has been done in order to capture their targeted audiences. Besides this, many of the people also prefer reading magazines along with their morning newspaper. The magazines give good colorful representation of the text which grabs the attention of the readers. It can also be stated that the magazines are costly and the consumption of the magazines is falling out due to the increase in the cellular devices. The next type of advertising is the outdoor advertising. This type of medium is mostly shown in the outdoor areas of the public places. Showing of advertisement on cars, trains and airports are the medium of communication (Watson et al., 2013). Furthermore, the outdoor advertisement is well placed and directed on to their targeted audiences. This type of promotion is hard to forget and is recalled easily by the consumers as they are repeating their daily routine. One of the oldest modes of communication or the promotion of products and services was the use of radio. Radio has been a widely used communication in remote areas. This form of communication requires lot of direction and choosing the right word for the consumers as it has to communicate verbally. Direct mails have become one of the modes of telling the consumers about the products and services which the company is offering (Bhatti & Rehman, 2019). The direct mail is usually done through the identification of the targeted market and then slowly sending of electronic mails and letter to get them engaged. One of the drawbacks of electronic mail is that it cannot target a large number of consumers and also virus and spams also causes concerns in the proper delivery of customer service. The next mode of communication is the video advertisement. The video advertisements are mostly done by bloggers from all over the world so that they can promote a specific product or service in their video. The video is mostly done and posted on YouTube. The video receives many hits and as a result the brand or the service shown in the video is a success. The next medium is advertisement

through events. These events are usually in the form of sports or charity. The charity events are very carefully designed and specific to the needs of the consumers in that particular segment. The event marketing is done through proper analyses and the designing of model, which would allow the consumers to talk about the brand. This type of marketing is done in niche segment (Izquierdo-Yusta et al., 2015).

There are altogether four main objectives of advertising which are done by companies. The following objectives are discussed in detail below:

The trail objectives states that when a company is starting its business operations, they use attractive ways of advertising their products and services in order to bring the consumer towards the products. This way the companies can react and respond to the products and the services which the brand has to offer. This objective is mostly done by those companies which are on the introductory phase of their product life cycle.

The continuity objective is the means of bringing new customer and providing the existing customer with better placement and direction of the products and services (Bhatti & Rehman, 2019a, 2019b). The continuity is the key factor of attracting and making new customers for the company. Besides this, the continuity also retains the existing set of consumers by offering sales promotion and direct marketing techniques (Izquierdo-Yusta et al., 2015).

The company tries to maneuver or perceive the consumer to try their products and not go to their competitors. By this process, the company uses placement strategy very effectively which eliminates their competitors from the market and increases their profitability. The brand switch is very much common in food chain and cellular devices.

The switching back is that objective which the brand uses in order to bring back their customers which have switched from their products to the competitors' products (Bhatti & Akram, 2020). The companies use the strategy of discount offering and most common practices is the changing of packaging. This way the company attracts the customers from their rivals and brings it back to the company. This objective is one of the salient features of advertising and marketing of brands (Izquierdo-Yusta et al., 2015).

In order to promote a brand in the market, the company focuses on two strategies. The first strategy is called below the line (BTL) and the other strategy is called above the line (ATL). Below the line strategy involves the use of print media in order to encourage and create awareness in the marketplace. The below the line strategy includes the use of fliers, banners, sales promotion, direct emailing and sponsorship. The btl strategy also includes conferences in which the products are displayed and targeted onto a specific group of audiences. The btl strategy is made keeping in mind the demographic and geographic positioning of the consumer (Bhatti, Rehman, Akram, & Shaheen, 2020). The btl strategy is very cost controlled strategy. This involves the proper allocation of the resources. The atl strategy also known as the above the line strategy involves the use of electronic media in the marketplace. The main objective of conducting an atl strategy is that it focuses on a mass market as compared to the btl. The atl strategy is very much effective and can deliver the required statement for the brand. The atl strategy is done through television, electronic billboards and through radio broadcasts. The strategy is done on national and international levels. The above the line strategy is very high in cost but promotes the brand at the highest level (Silva & Yan, 2016).

In mobile marketing, it is regarded as a valuable incentive because consumers respond to the ads very positively. On the other hand, in terms of price-consciousness, discounts, and free gifts, the research that mobile campaigns are more important and clients have more positive attitudes towards it. Customers tend to receive such promotional messages, calls and links to web content and if these arrive, they will be more likely to view them positively. Other scientists also found that they have favorable views on mobile ads. The authors also stated that the value of mobile marketing activities was favorably defined by informants as socially similar interactions with friends and friends.

Therefore, we have also found the variables that prefer a good source of data, relevant and useful to calculate the positive attitudes of customers based on previous research work. The negative perceptions of the user pointed out that, because of the highly personal nature of mobile devices, mobile marketing is considered to be more unpleasant than other media. SMS, telemarketing calls and web content connections cannot be avoided by cell phone users, unlike many other communication outlets and, because of this, they have to suspend their tasks and deal with the all mobile marketing initiatives. It

will assess the mobile campaign's negative attitude, which would in turn affect the campaign's negative behavioral performance. While mobile services are strong, marketing professionals still lack proper knowledge of how their importance is viewed by the customer. For mobile advertisers, it is a very difficult situation. If customers approve mobile ads, it is still not clear whether (Rafieian & Yoganarasimhan, 2019).

III. RESEARCH METHODOLOGY

Research Design

The research design would comprise of both primary and the secondary data in which the primary data will be collected with the help of survey and the secondary data would be gathered through the help of research journals, articles, published reports and internet sources.

Population and Target Population

The population would be the people of Karachi and Quetta city. The target population would be the respondents who fall in the age bracket of 15-60 years.

Sample and Method of Sampling

The total number of sample size taken is 40. Convenience sampling which is a non-probability sampling method will be used. The reason is that of its availability and the quickness by which the data is gathered.

The formula used in order to determine the sample size from the above mentioned students or respondents developed by Krejcie & Morgan (1970).

$$s = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

s = required sample size.

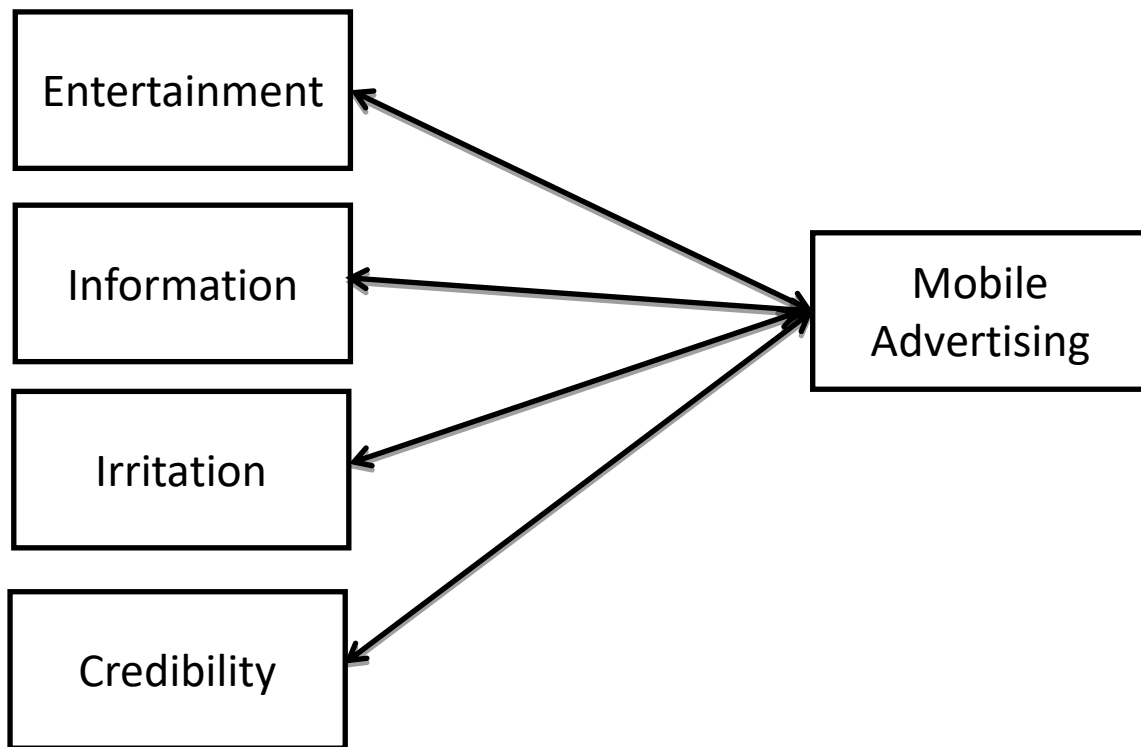
X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum Sample size).

d = the degree of accuracy expressed as a proportion (.05).

Research Framework



IV. DATA ANALYSIS

Correlations

		Entertainment	Mobile Advertising
Entertainment	Pearson Correlation	1	.795**
	Sig. (2-tailed)		.000
	N	40	40
Mobile_Advertising	Pearson Correlation	.795**	1
	Sig. (2-tailed)	.000	
	N	40	40

The above results show that Entertainment has shown strong positive relationship between the two variables. The Pearson correlation level was found to be 79.5%.

Correlations

		Information	Mobile_Advertising
Information	Pearson Correlation	1	.48
	Sig. (2-tailed)		.000
	N	40	40
Mobile_Advertising	Pearson Correlation	.48	1
	Sig. (2-tailed)	.000	

N	40	40
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Information was found to be at 48% which shows strong positive relationship between these two variables.

Correlations

		Irritation	Mobile_Advertising
Irritation	Pearson Correlation	1	-.292
	Sig. (2-tailed)		.000
	N	40	40
Mobile_Advertising	Pearson Correlation	-.292	1
	Sig. (2-tailed)	.000	
	N	40	40

The Irritation variable was found to be -29.2% which shows weak negative relationship.

Correlations

		Credibility	Mobile_Advertising
Credibility	Pearson Correlation	1	.39**
	Sig. (2-tailed)		.000
	N	40	40
Mobile_Advertising	Pearson Correlation	.39**	1
	Sig. (2-tailed)	.000	
	N	40	40

The Credibility variable showed moderate positive relationship with Mobile advertising.

V. CONCLUSION & RECOMMENDATION

It can be concluded that SMS advertising plays a pivotal role in advertising and marketing of any product or service. The research was conducted in order to see the consumer's attitude towards mobile advertising. SMS was the medium of communication between the consumer and the marketer. The results showed positive relationship among the three variables. Irritation was found to have weak negative relationship. The reason is that many of respondents were not happy when they receive messages which do not concern them.

Recommendation

It can be recommended that future research is needed in order to better understand the phenomenon. Sms based marketing should be permission based as many of the user gets irritated. More locations should be taken into consideration in order to give broader view to this research study.

Appendix

Q.1: Gender:

Male Female

Q.2: Age:

15-25 20-40 40-60

Q. 3: City: _____

Q. 4: Education Qualification:

Undergraduate Graduate
 Post-Graduation Other

Q. 5: Following are the series of questions:

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

	1	2	3	4	5
Receiving mobile advertisement is entertaining					
Receiving advertisement through mobile is okay					

	1	2	3	4	5
Mobile advertising provides basic information on products and services					
Mobile advertisement provides value added information					

	1	2	3	4	5
The contents in mobile advertisement are often annoying					
I feel that receiving mobile advertisement is irritating					

	1	2	3	4	5
Information in the mobile advertisement is always credible					
I trust mobile advertisement					

	1	2	3	4	5
Mobile advertising is the best way of communication					
I want mobile service provider to take consent before sending advertisement					

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