

The impact of advertisement in mobile phones marketing essay



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ABSTRACT

There is no doubt that advertising is here to stay. Even if the number of ads delivered to the mobile device is small today, it is projected to increase by large percentages so many companies are rushing to take advantage of the opportunity. Witness the acquisition of AdMob by Google and Quattro Wireless by Apple to form the iAd Advertising Network. In addition, large Internet giants such as Yahoo, Microsoft and AOL and newer entrants such as JumpTap and Millennial Media are eagerly building up their offerings to provide advertising via mobile devices. How big is mobile advertising going to be? Gartner predict that \$7.5 billion will be spent annually on mobile advertising by 2012 and mobile applications will be the primary vehicle that drives a substantial portion of that market. In addition, the Mobile Marketing Association did a study finding that nearly half of those using mobile phones have taken action on mobile ads. Finally, BuzzCityâ Global Mobile Advertising Index for Q3 2010 shows that the worldwide growth in mobile advertising is 17 percent with the US experiencing an impressive 30 percent growth with nearly 980 million mobile ad banners.

Keywords: JumpTap, Millennial Media, and BuzzCityâ

INTRODUCTION

Advertising is as old as mankind. There is a semblance of advertising in the many activities of a human being, especially those activities which influence others, either favorably or otherwise. A baby crying for its feed, a girl wooing the prince charming, a doting wife desirous of having a new sari are all aspects of advertising. They want to communicate, to persuade, to influence

and to lead to some action. All this has been a part of human life almost from the time it took shape. When a man wears trousers- shirt ensemble instead of a dhoti, he is advertising he is westernized. When a woman puts lipstick, she is advertising that she wants to look beautiful. When someone delivers a speech, he is advertising that he wants to be noticed. Ads are parts of human nature to be noticed. “ Perhaps, as a means of formal mass communication, advertising came to be practiced by royalty who sent drummers to make an announcement or communicate the will and desires of a monarch to his people”.

“ Advertising, is the use of visual or auditory message by a person or firm to persuade others to buy a product, accept an idea, or take some other desired action where there is no direct contact between the advertiser and audience” - The New Illustrated Everyman’s Encyclopedia-

SCOPE OF THE STUDY:

This study attempts to bring out the influences of advertisements in making a consumer to buy the Mobile Phones. Only branded Mobile Phones are considered though the market has a wide variety of local mobile phones. This study is conducted in Chennai City and the outcome can be primarily said to be indicator of the behavior of urban consumer.

OBJECTIVES OF THE STUDY:

To examine the demographic profile of the decision maker.

To identify whether the advertisement bring about an Instant Awareness and knowledge of the Brands.

To analyse the usage of Mobile Phones and the role played by the advertisement on the usage of the brands.

To find out the aspects of customer catches their attention in a TV advertisement.

To analyse the customer expectation in advertisement.

RESEARCH METHODOLOGY:

The Advertisements concerning Mobile Phones seem to focus primarily on youth. This is based on the premise that the youth makes the buying decision about these products. This study is makes an attempt to verify this basic premise of Mobile Phones advertisements. A research design is the frame work of the study that guides the collection and analysis of data. The technique used for the research is description research techniques. It includes surveys and facts findings enquire of different kinds. The major purpose of descriptive research of affairs, as if exists at present the main characteristic of this method is that research lets no control over the variable, it can only report that what has happened on what is happening. Primary data and secondary data are the two collection methods used for collecting data. Primary data are those which are collected specifically for the research situation in hand based on the objectives of the study, research approach, questionnaire development and sampling has been designed primary data required for the research was collected through questionnaire from the public for knowing the impact of advertisement in mobile phones. Sample size was 60 for the survey. The sampling procedure used for the study was simple random sample.

REVIEW OF LITERATURE

“ A STUDY ON IMPACT ON ADVERTISEMENT IN CREATING CONSUMER AWARENESS (WITH SPECIAL REFERENCE TO NUTRIENE SWEETS AND TOFFEES IN MADRAS)”. By Salahuddien, Abdul Hakeem College, Melvisharam, April, 1992.

The outcome of the analysis of the data produced and the information gathered from various sources unearth the fact that of the various promotional measures. Advertisement is the most dominant and effective in obtaining consumer awareness towards the products taken up for this study. Therefore it can be concluded that the advertisement in general and television medium in particular, is the most suitable and welcome by all selection of consumers in creating awareness and converting the suspects into prospective customers. The company can concentrate more on television medium apart from other media for the effective advertisement of the product.

IMPACT OF T. V ADVERTISEMENTS ON BUYING PATTERN OF ADOLESCENT GIRLS-Nidhi Kotwal*(2008), Neelima Gupta and Arjee Devi, Government College for Women, Parade, Jammu, Jammu and Kashmir, India. Television and advertising together present a lethal combination and has become an integral part of modern society . It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 adolescent girls, studying in class 9th-12th, to know the impact of T. V. advertisement on their buying pattern. The results revealed that

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advertisements played a vital role in introducing a new product in the family list & making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the

market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T. V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents . The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T. V. advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television.

FINDINGS

From the selected Mobile Brands, 62% of the respondents prefer Nokia and 26% of the respondents prefer Samsung.

78% of the respondents have sometimes been educated about the Brand through Advertisement.

67% of the respondents felt that advertisement as a whole is attention getting, However 54% of the respondents felt that even good content information has a favourable impact.

Respondents take notice of TV advertisement only if it eye catching (65%), while the next 17% of the respondents are aware of the respondents are aware of the advertisement but not take notice of it.

Chi -Square analysis reveals that there is a significant association between Qualification of the buyers and selection of Brands

SUGGESTION AND CONCLUSION

Because of the higher growing similar of the product and multiplicity of Brands, it has to built distinct brands personality and define different brand image on the buyer. Effective advertisement is inevitable in this modern dynamic economy.

Advertisement-a powerful media of communication and a vital marketing tool, it should attempt effectively to correct all defects in the promotion and distribution channels and make it more effectiveness of the Brand.

Since the advertisement media succeeded in creating awareness and knowledge of the made in the minds of the buyers, advertisement can be more effective and large through this media.

Since the buyer of the Mobile Phones Brands is the age groups of 18 to 40 years are more attracted towards advertisement to attract the young buyers.

The advertisement should have more attractive characters and transparent message, so that it will influence the buyers to buy the Brand.

The advertisement should be more popular, so that they will be higher brand recognition and usage for the Brand.