

A Major Project Report
on
Consumer Attitude towards Mobile Advertisement

Submitted for the award of the degree of Executive MBA

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May/June 2015

Certificate



This is to certify that Mr. Rahul Kala, Roll No. 2K13/MBA/514, a student of Executive MBA Batch 2013-15 Delhi School of Management, DTU has worked on the Research entitled “Consumer attitude towards mobile Advertisement” at Delhi School of Management, DTU in the year 2015 as a partial fulfillment of the requirement for the Executive MBA program 4th Semester. The Report embodies the original work, primary research and studies carried out by the student himself.

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Declaration

I hereby declare that the project report entitled “Consumer attitude towards mobile advertisement” submitted by me to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree Executive MBA (Master of Business Administration) is a record of project work carried out by me under the guidance of Dr. Rajan Yadav and Dr. Shamsheer Singh. I further declare that the work reported in this project has not been submitted for the award of any other degree in this institute or any other institute or university.

Rahul Kala

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Acknowledgement

There is always a sense of gratitude one expresses to others for the helpful and needy service they render during all phases of life. I have completed this project with the help of different personalities. I wish to express my gratitude towards all of them. I express my deep regards to my Mentor Dr. Rajan Yadav and Dr. Shamsheer Singh for guiding me and providing me with their knowledge and valuable inputs for the successful completion of this research.

Lastly I thank to my family members for their inspiration and constant support.

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Abstract

The rapid proliferation of mobile phones and other mobile devices has created a new channel for marketing. The use of Short Messaging Service to access customers through their handheld devices is gaining popularity, making the mobile phone the ultimate medium for one-to-one marketing. Availability of smartphones and mobile internet that too on nominal rate has given opportunity to marketers to reach their target segment and convey the message to consumer. With change in lifestyle consumer also wants the updated information and wants to exploit the opportunities. Mobile advertisement is a platform where consumers, marketers as well as service providers are collaborating for benefit and need fulfillment of each other. One of the most important issues is the way mobile advertisement affect the consumers. The present research aimed at determining consumers attitudes toward mobile advertising and factors affecting them and expanding knowledge in this field.

The two theoretical concepts addresses are mobile advertisement and consumer attitudes. In the introduction section mobile advertisement is explained, characteristics of mobile ad, its ecosystem, benefits over traditional method of advertisement and growth factors are studied. Other topic of study is consumer attitude, theoretical model is developed to study the consumer attitude and in next section factor impacting the consumer behavior to adapt or reject the mobile advertisement is studied. The aim was on the one hand to offer a comprehensive view of the field while also to present a model that would help guide the analysis process and infer consumers' attitudes towards mobile advertisement.

Consumer attitude is subjective in nature but there are certain parameters to determine the objectivity. Qualitative as well as Quantitative study is done to interpret the consumer attitude towards mobile advertisement. Correlation technique is used to determine the relation between consumer attitude and mobile advertisement.

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1. CHAPTER 1: INTRODUCTION

Mobile advertising can be defined as advertisement through mobile phones or other mobile devices like tab, PDA etc. mobile advertisement is falls under category of mobile marketing

The fast, rapid evolution and growth of mobile phones and other portable devices have paved new ways for marketing which make possible effective communication between target markets, marketers, and customers. As a result of globalization organizations today work in a constantly changing environment with high competition. Latest technology has further helped to better reach the end consumers with regards to the frequency and impact of advertising. One of the new ways to reach target audiences in today's world is mobile advertisement; mobile advertisement is a part of marketing through mobile devices. Mobile advertising is defined as the use of the mobile phones as a means of marketing communications (Plavini Punyatoya and Pattanayak Durgesh, 2011). Now marketers can create mobile portals dedicated to their line of business. The high penetration rate of mobile devices among consumers, availability of wide range of smartphone, and low cost of mobile internet provides an opportunity for marketers to utilize this means to convey about product and services to consumers. This makes various companies to use mobile as marketing and communicating device. Given the fact that people have their phones with them almost all the time, it is natural for companies and organizations to try and reach them using this medium. Therefore, mobile advertising is "a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network" (Bober, 2011).

With the rapid penetration of smartphone and as data usage on continues to outpace voice usage, marketers continue to find new ways to integrate into users. These devices are a treasure trove for marketers as they contain thousands of data points for advertisers including everything from locations, likes, thoughts, preferences, behavior pattern and many more. Apps and even the mobile platforms themselves

are collecting huge amounts of customer preference and activity data, which helps companies to design the products and services which is required by users on a proactive manner and now to be successful and sustainable in market understanding the user behavior in advance is a key requirement. Mobile devices are also a strong advertisement delivery mechanism as they enable marketers to send a targeted ad directly to an individual, versus broadcasting to the masses, which may or may not increase the ad's relevancy and efficacy. Many consumers expect advertisers to not only provide relevant ads, but also ones that meet demands around nature and frequency so that they are delivered at the right time (Consumer Intelligence Series Mobile advertising, 2013).

Mobile phone enables marketers to provide very targeted, selected and time sensitive information to their audience and has emerged as one of the most important advertising media. There are several advantages like cheap, reach ability has made mobile advertisement effective and efficient. Since people are adopting it very fast, mobile advertising seems to have a bright future, but the extent of acceptance by consumers still remains unclear due to various hurdles, including feelings of intrusiveness and privacy concerns.

Similar to online marketing, mobile marketing consists of many different possibilities (Different Types of Mobile Marketing Campaigns, 2011).

a. SMS Marketing

SMS is the most widely used for mobile marketing one of the major reasons is it is reachable to mass, cheap medium and compatible to all the phones worldwide. SMS campaigns have mainly been used by lifestyle, food and e-commerce companies to promote their product and keep the user updated with offers and schemes which change dynamically. With a little creativity, this often overlooked solution might be worthy of user attention.

b. MMS Marketing

MMS is upscale version of SMS. An MMS message is a slightly more towards multimedia solution which is accessible for most of the mobile phones. MMS might be a good, relatively inexpensive solution to reach a wide array of audiences. Images, videos and audio can be shared by MMS. MMS are comparatively expensive than SMS but offer you as a marketer a more advanced platform to show your message.

c. Mobile Applications

With the growth of Internet and smartphone mobile application trapped major part of mobile advertisement. Companies developed their personalized application and monitor the device and user activities on which application is installed. Offers, promotions and updates are regularly displayed over application and application provides user experience according to device.

d. Mobile Web banner

Mobile web banner and pop up on top of the page

e. Mobile Web Poster

Mobile web poster displayed on bottom of the page.

f. Location based marketing

As span of the internet increases and people are always connected to data helps marketers to get the location of the user and display the advertisement based on current location. People are very interested in combining their offline lives with their mobile connectivity. This offers great potential for any company that wished to play into this combination.

There are 2 different kind of approach in location based marketing one is Location based service(LBS) which is reactive approach and user ask for information from service provider while other is Location based advertising

(LBA) is proactive approach in which marketers sends ad to users based on user location irrespective of his preference and choice.

The key drivers of mobile advertisement are

1. Rising mobile device adoptions and increase in wireless subscriber base
2. Growing demand for rich digital content
3. Easy availability and high affordability
4. Introduction and availability of next generation cellular network

Mobile advertisement is an important telecommunication revenue and monetization strategy. There are several advantages of mobile ad as compared to web ad like high penetration rate, personal communication, more interactive, rich multimedia capabilities.

1.1 Characteristics of Mobile Advertising

The main characteristics of mobile ad strategies are personalization, localization, uniqueness, mobility and ubiquity, interactivity, high retention rate, high reach, high response rate low cost, and targeting.

Personalization: Companies can send personalized and relevant advertisement, it is very efficient medium for activities like sales and offers, coupons and special discounts. Real time trigger such as billing trigger, location service trigger can be used through sms alerts.

Localization: Marketers can use location based service to track the user and send them promotions and activities happening around them.

Reach ability: As the penetration is expanding rapidly, this medium provides fast reach. In India mobile subscribers are growing substantially. Internet and smartphone are acting as enablers.

Immediacy: with the development of interactive features in mobile advertising, it prompts a mobile user to act immediately/urgently. As a result it provides a chance to convert the message into transactions very rapidly

Interactivity: mobile phones have interactive capabilities which enable mobile advertising to build in such features for mobile user involvement. It facilitates two-way communications and provides more opportunity to marketers to convert the message into transactions.

Low Cost: As we discussed this is one of low cost options available to advertise to mass with several advantages as compared to other medium of advertising.

1.2 Mobile Advertisement Ecosystem

No company or marketer can deliver the mobile advertisement alone to the consumer; there must be some ecosystem in place to make it working. Advertiser's requirement to reach mass people, interactivity can only met when stakeholders like mobile operators, service provider, brand and consumer participate in ecosystem to benefit of each other. There are several stakeholders participate in mobile advertisement ecosystem. The effective mobile advertisement serves different community.

- g. Brand, Marketers, Media buyer and sellers
- h. Mobile operators
- i. Receivers (subscriber)



Figure 1.1: Mobile Advertisement Ecosystem

Brands are the companies who are manufacturing product and providing services, they want to reach to end user and deliver their message to consumer. A brand requires a solution that has reach, interactivity, response and entry point that provides them access to the inventory of multiple mobile operators. Hence brands are integrated with agencies to pass on the message to mobile operator. Agencies has well connected network and provide ease of booking and more reach ability.

Mobile operators are providing the channel for advertiser to communicate with consumers. Operators have their network infrastructure in place to do so. At one hand they provide channel to advertiser, same time they allow consumer to interact with the brand.

Subscriber is the final recipient of all this advertisement; consumer wants the valuable information and schemes from the various brands and service providers along with privacy and better user interface. In return they are showing interest in product which leads to purchase and generate revenue for all the stakeholders. Consumer has facility to notice the message passed by brands, they can also ignore the conveyed message either by adapting do not disturb service or buying the premium version of application.

Hence effective advertising requires all the stakeholders and shareholders to come together and work together to make the model simpler, convenient, and profit generating. Mobile operator act as a intermediate between brand and consumer by utilizing their infrastructure (Creating an Effective Mobile Advertising Ecosystem, 2010)

1.3 Mobile Advertisement over Traditional method

With time mobile phone has evolved from communication device into a converged device capable of touching various aspects of a consumer life. These consumers believe in being permanently connected and in constant interaction with the world. In a digital world characterized by information abundance, the consumer wishes to control the information that they like to see. In this kind of situation

mobile phone is viewed as a communication channel that can deliver highly targeted, user specific content and advertising. Smartphone and evolution of network technology has given new direction and boom to mobile advertisement (Advertising goes mobile,2010).

It is totally advanced and technology driven as compared to traditional method of advertisement. With advancement mobile advertisement is more effective and efficient way of communication and to reach the consumer. Below we are differentiate mobile advertisement with previous method of advertisement

Traditional Advertising	Online Advertising	Mobile Advertising
Universal Targeting	Psychographic targeting	One to One targeting
Low conversation	Medium conversation	High conversation
High cost per target customer	Low cost per target customer	Moderate cost per customer
No Interactivity	Highly Interactive	Highly Interactive
Less efficient system	Highly efficient system	Very high efficiency

Table 1.1

Source: Own Analysis

1.4 Growth Factor

Factors that have contributed to growth of mobile advertising include the availability of a wide array of smartphones and tablets right across the range of price spectrum, specific to lower end android phones, the rapid decline in price of high speed data plans, then evolution of 3G, and now with 4G. Another integral factor contributing to the growth is media-rich content customized for smaller screens and mobile platforms. This ensures audience is provided with content and services, including music, movies, radio, live content streaming, games, business and leisure applications, mobile and e-commerce. Additionally, the cost of smartphone devices

have come down drastically, thereby reducing the entry barrier for consumers (Mobile Ad Spends India,2013).

Till few years ago mobile was not in much use and nobody could imagine that in future consumer would use mobile to purchase the goods and services. Mobile applications developed by companies have given more opportunity to marketer to sell their product immediately over app.

According to the MMA (mobile marketing association) report the mobile ad spend figure in India is Rs 300 crore in 2013, mobile ad spends are grown over 43 per cent to reach Rs 430 crore in 2014.

1.5 Objective of the Study

Mobile Advertisement is one of the best and suitable medium of advertising. There is huge opportunity exists for marketers to explore and use this medium to promote their product and services. It is essential for marketers to understand the user perception and preferences with regards to mobile advertisement. Misuse to mobile advertising may lead to irritate the users which results in ignorance and damage the reputation of company. A marketer has to pay attention while using mobile advertisement, there are several analytics tools available to help them.

The Study aims

- a. To Understand the consumer attitude towards mobile marketing
- b. To study the preferences of mobile users to nature of mobile advertising

Following hypothesis is built to understand consumer attitude towards mobile marketing and validated with the help of collected response.

- a. H01: Gender has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.
- b. H02: Age has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.
- c. H03: Education has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.
- d. H04: Occupation has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.
- e. H05: Income has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

2. CHAPTER 2: LITERATURE REVIEW

2.1 Consumer Attitude

Consumer attitude is defined as mix of consumer's beliefs, feelings and behavioral intentions. These 3 components are viewed together since they are interdependent to each other and together represent forces that influence how consumer will react to the object (Attitudes- Consumer Behavior,2014)

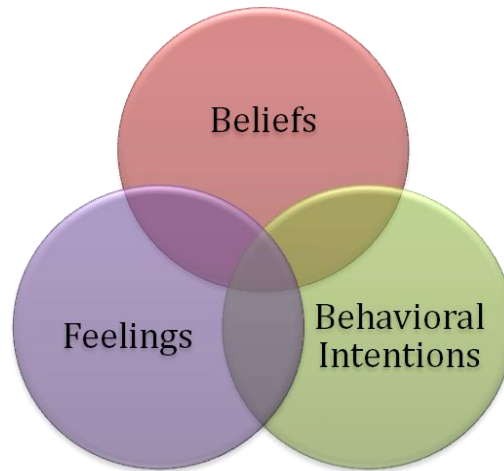


Figure 2.1: Components defining consumer attitude

A consumer may hold positive beliefs towards the advertisements as well as negative beliefs and sometime it may be neutral there are several internal and external factors drives the beliefs of individuals. Based on beliefs consumer has some feelings towards any brand or organizations which creates some emotions and loyalty towards adoption or rejection. Behavioral intention is the action of consumer towards final action and decision.

There are different types of attitudes that a consumer can have towards a product or service.

- a. Positive Attitude- A positive attitude refers to readily embracing a product or service and largely, that would translate into a process of purchase or use. However, there are some other intervening variable such as price, quality also play major role towards purchase. In other words, a person may regard

mobile advertisement positively but at the same time choose not to respond in any way to it due to personal reasons, various reasons could be high response cost, illiteracy, not interested at that time etc.

- b. Negative Attitude- A negative attitude means displaying a certain amount of opposition towards a product or service. There are chances that a person with negative attitude has positive purchase behavior. There may be people who think badly of mobile advertisement and feels irritated but at the same time agree to receive SMS messages from brands because the possibility of receiving a discount or free gift is too tempting to resist.
- c. Neutral Attitude- A neutral attitude person does not respond to mobile advertisement, they have not decided yet how he/she views mobile advertisement. Such an attitude may be justified by bad experience in past, a lack of knowledge or lack of opportunity to give it a try.

Every consumer goes through various stages in order to accept or reject a product or service, marketers has to define their strategy according to various stages in consumer decision making process. The stages included in this process can be explained like: Awareness, Interest, Trial and Adoption/Rejection. As it can be seen, the three dimensions mentioned earlier are very much embedded into this process. It represents a model that will guide this research and help clarify how consumers respond to mobile advertisement (Bănceanu, 2012).

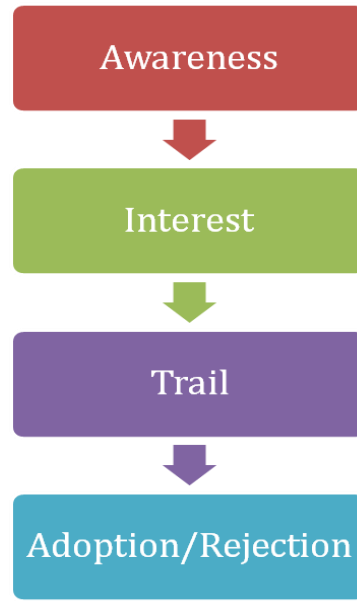


Figure 2.2: Customer adoption process

2.1.1 Awareness

Awareness is to grab the attention of consumer; Attention is to attract the attention of the customer. The attention of the marketing message occurs at the starting and is designed to give the prospects a reason to take notice. Presenting a shocking fact or statistic that identifies a problem which can be solved by the product or service is one common method of gaining attention. Other methods can include asking a thought-provoking question or using the element of surprise. The purpose is to give the prospects a reason for wanting to learn more. The from first logical step for any new product or service entering the market is to garner awareness and this can first of all be achieved through exposure. Once consumer understand the message communicated by marketers it can be assumed he is aware about product and services Company wants to deliver hence it is very important to choose the right medium and representation method. These understandings further influence the consumer opinion in early stage which can go in two ways, “it might attract consumer towards a particular behavior or it may repel the consumer away from particular action”. Awareness determines whether consumer is interested towards a particular behavior or not, interest is the next stage in this process model (Bănceanu, 2012).

2.1.2 Interest

Once consumer is aware about the message marketers wants to convey, the next step is to maintain interest in the product or service to keep the recipients engaged. Explain to the recipients how the problem has been identified in the attention step is adversely affecting their lives. A demonstration or illustration can help the recipients to further identify with the problem and want to actively seek possible solutions. Those who are willing to positively respond to the message however, are poised to go to the next step of the process (A.I.D.A Model in Marketing Communication,2015). Expressing an interest in the new product or service means that “information search begins”. During this stage consumer examines all the relevant evidence and gather the information about alternatives. Once interest is generated consumers may want to look into the product or service’s attributes, feature, capabilities so as to make sure that it addresses their needs and wants which is identified before. Moreover, consumers may want to compare the product and know more about the advantages and disadvantages of the product or service to verify whether it is worthy of their attention. Although it may not be perfect, if it manages to create value to the consumer then he/she will appreciate it all the more and may give it a chance. At the same time, consumers may take an interest in the company behind the product or service and if familiar with it, the experiences they previously had might prove to be decisive. If they have an existing favorable opinion toward a company, they may be more inclined to try the new product or service whereas this may not happen in the opposite scenario. Credibility and reliability is also important. After the information search comes to an end and the consumer ponders on what was discovered, consumer has once again two choices: the first one is to decide not to give it a try, while the other one implies taking a risk and choosing to do it and move to trail stage to verify the data collected (Bănceanu, 2012).

2.1.3 Trial

Now consumer is aware about the product and interested in it, the next stage of the process involves the service trial in which the consumer is moved to action and

wants to get the experience of using the service. At this point, the consumer is testing the expectations developed during the first two stages for confirmation or disconfirmation. There could be three possible outcomes after the first experience:

- a. Actual performance matches expectations which result more likely in Adoption
- b. Actual performance exceeds expectations which results in Adoption
- c. Actual performance below expectations which results in Rejection

Once the evaluation of the service is over, the consumer must follow it up with a decision. If the consumer feels the service did not deliver, he/she may choose to no longer make use of it, which would mean rejection of the service. Trail is a crucial step for marketers, as consumer has already crossed awareness and interest stage and built a mindset towards product purchase, anything wrong in trail could lead to rejection of product and creates negative image in consumer mindset.

2.1.4 Adoption/Rejection

This is final and crucial stage in consumer decision making process. Adoption means that the consumer must respond to at least one type of mobile advertisement, as often or rare as he/she considers fit. This would prove that mobile advertisement has been accepted in one way or another. Although this is the final stage of the process, it does not mean that the consumer's choice ends here. If the service proves to be consistently satisfying and reliable, there may be no obvious reason to give up on it. But if the dissatisfying aspects somehow get to outweigh the beneficial ones, then continuation may no longer be option. In this case, the consumer may decide to no longer engage in mobile advertisement.

Each stage offers consumers the opportunity to form, strengthen or diminish their opinion on mobile advertising and based on that; decide what course of action to take next. There can be various types of consumers based on their level of satisfaction: loyalists, apostle, defectors, terrorists, hostages and Avoiders. Adapting

the two models to this study, a new set of segments will be used in order to categorize consumers' attitudes and behavior towards mobile advertisement:

- a. Loyalists: satisfied consumers who have adopted mobile marketing.
- b. Apostle: whose experiences exceed their expectations, provide positive word of mouth publicity
- c. Defectors: Consumers who are aware and used mobile marketing but decided not to pursue it any further.
- d. Terrorists: Consumer who has negative experience with mobile marketing and spreading negative word of mouth.
- e. Hostages: Consumer who are unhappy with mobile marketing but wants to receive offers and promotions. This type of customer are price sensitive
- f. Avoiders: consumers who are aware of mobile marketing but are not interested to try it.

2.2 Factors influencing adoption and rejection of Mobile Advertising

There are several factors which can determine consumer attitude towards mobile marketing. Based on prepared questionnaire a framework is defined to measure the factors influencing adoptions and rejection of mobile advertising.

2.2.1 Entertainment

Entertainment is the ability to fulfill an audience's needs for escapism, diversion and emotional enjoyment. Perceived entertainment in advertising can be defined as an amusing and pleasant experience through the use of media. Pleasure one feels from advertisements plays the most important role in his/her overall attitude toward advertisement. Entertaining, enjoying and exciting are comes under purview of entertainment.



Figure 2.3: Factors of Entertainment

2.2.2 Informativeness

Informativeness refers to ability of gathering the information and data effectively. Information plays major role in Interest stage. Marketers take help of mobile advertisement to spread the information. they use several data analytics tool to provide relevant information to target customers. In addition, the quality of information offered in companies' web-pages is a determinant of consumers' perceptions of companies and their products and a predictor of consumers' perceived value of Internet and mobile advertising.

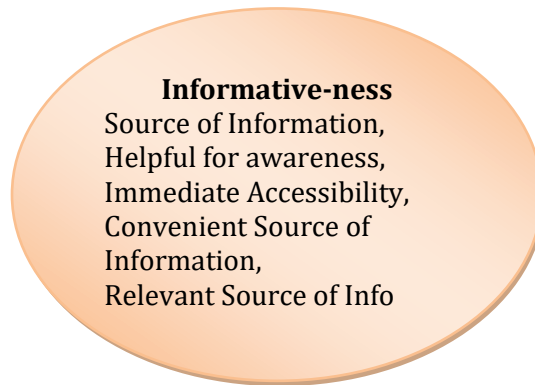


Figure 2.4: Factors of Informative-ness

2.2.3 Credibility

Credibility is defined as consumer trust over advertisement. Consumer subscribes some alert by himself and takes notice of those alerts always like promotional offers from bank and lifestyle alerts or may be food chain alerts. There are some messages and information which consumer always ignore irrespective of their content. Credibility is consumer's confidence in the honesty and plausibility of the advertisement. Credibility also plays an important role in mobile advertising.



Figure 2.5: Factors of Credibility

2.2.4 Social Influence

Social influence is determined how end user is behaves towards mobile advertising be seeing this social environment. Social environment either motivates or de-motivate to use the information provided in advertisements. Social influence is one of major factor determines success or failure of mobile advertisement.



Figure 2.5: Factors of Social Influence

2.2.5 Adoption Intention

Adoption intention in mobile advertising is defined as extent to which either consumer use the information provided by advertisement or recommended others to use the information received. There are services started by regulatory bodies for the consumer who wants to avoid the advertisement on their mobile. When advertising employs tactics that annoy, offend, insult, or are overly manipulative, this generates irritation. Irritation results in negative attitudes toward advertising and brand.

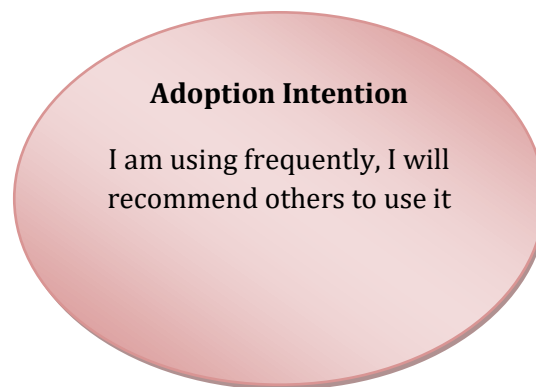


Figure 2.6: Factors of Adoption Intention

All the factors explained above combining impact consumer attitude towards mobile advertisement.



Figure 2.7: Consumer Attitude theoretical Framework

3. CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Strategy

The aim of the research is to identify the consumer attitude towards mobile advertising and the factors which affect the consumer attitude towards it. In order to achieve the objective of the research mix of qualitative and quantitative research is performed. Qualitative is to look the view point of the consumer, this is subjective form of research. In this case, the respondents' answers give me insight into their viewpoints which in turn lead me to a better understanding of the matter in question. To support the views identified from qualitative method quantitative research is perform which helps to draw the conclusion with the help of statistical technique. As objective of the research is too subjective, all the questions asked in questionnaire are closed in nature to narrow down the research and achieve the objective efficiently.

3.2 Research Design

The research design refers to the overall strategy that we choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring to effectively address the research problem. It constitutes the blueprint for the collection, measurement, and analysis of data.

We have adopted Descriptive Research Design to conduct this study. Descriptive design help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation.

3.3 Research Method

Research method is defined as "a technique for collecting data" which is needed for the analysis of the issue under investigation. Since I am interested in these people's viewpoint, interviews or questionnaires are the best options to pursue. For

the research to be relevant however, the more people share their view, the better. Thus, since it would have been difficult to arrange and time-consuming to conduct tens of interviews, I believe that in this case questionnaires were the best option.

3.4 Target Population

The Target Population for this study was Students, Professionals, Entrepreneurs, Self-employed people, and housewives who are tech savvy to attempt the online survey conducted through online questionnaire.

3.5 Data Collection Technique

Data collection for this research study was carried out by means of an online questionnaire prepared over qualtrics.com and link was disturbed to respondent by email, whatsapp and google talk. The motivation behind the choice of such a method is simple and convenient.

One important idea in a research project is the unit of analysis. The unit of analysis is the major entity that we analyze in our study. It is the ‘what’ or ‘who’ that is being studied. Units of analysis are essentially the things we examine in order to create summary descriptions of them and explain differences among them. For this study, the Unit of Analysis is Individuals.

3.6 Sampling Method

The sampling technique used for the project was Non-Probability Sampling. Non-probability sampling techniques are those methods that are not based on the concept of probability. There is no method rule by which one can determine the chance or probability that a specific population element is selected as sample.

3.7 Sample Size

Sample size for this research is 89. Convenience sampling method is used to collect the data. It is considered as respondent is using mobile phone and it not opted for do not disturb service provided by regulatory body.

3.8 Measuring Instrument

The questionnaire is consisted of two parts. The first part includes demographic characteristics of respondents. Similarly, in the second part of the questionnaire items were used to analyze consumer attitude towards mobile advertisement and viewpoints. All items in this study are measured on five point likert scale. There are few questions which collect information about consumer awareness and usage of mobile advertisement.

4. CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 Data Analysis & Findings

Since the introduction of smartphone and decrease in the cost of data by service provider adoption of smartphone has increased exponentially every year. 90% of the respondents think that smartphone and internet are enabler of mobile marketing. Except SMS all other mobile advertisement are supported by Internet and among those most of them are feasible on smartphone. Internet brought revolution in mobile advertising sector.

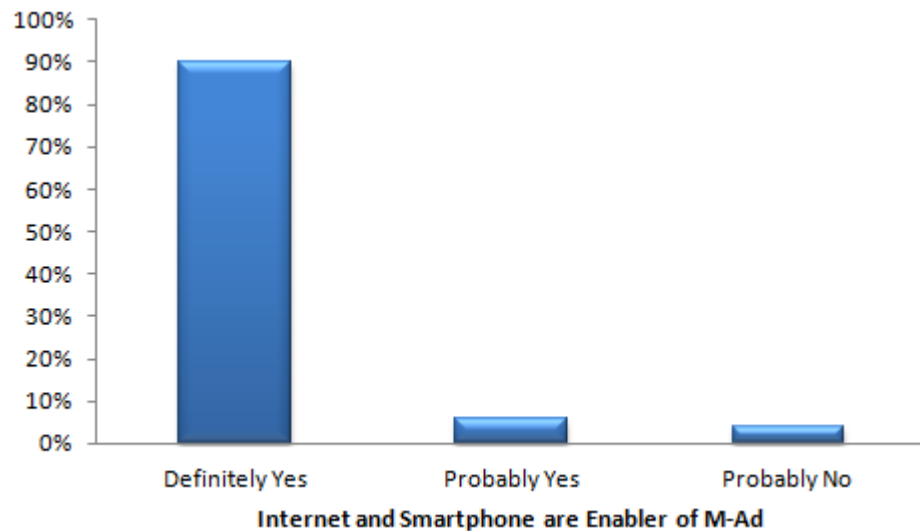


Figure 4.1: Internet and Smartphone as M-Ad Enabler

Further major segment of the respondent are male and age group in range 19 to 35 years. This indicates study captured the attitude to the younger generation and represents their views towards mobile advertisement. People of this age group are tech savvy and more attracted towards new things, they are more curious for new offer, promotions, scheme and information, so our study capture the right segment among the whole population.

Respondents by Gender

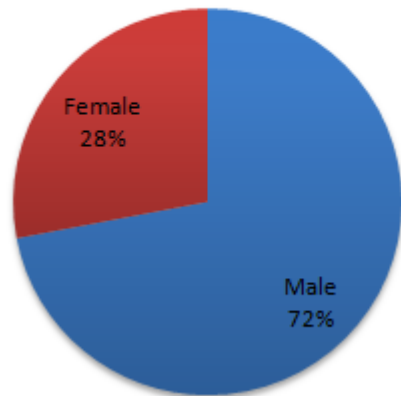


Figure 4.2: Respondents by Gender

Respondents by Age Group

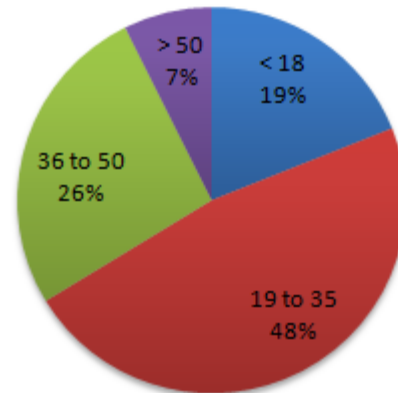


Figure 4.3: Respondents by Age

Respondent literacy status is divided into four segments starting from school level to master degree or higher, majority of the people using mobile advertising are educated and it is assumed language is not the barrier of communication. Respondent has sufficient knowledge to understand what companies want to convey and they have ability to respond back and follow the consumer adoption model discussed earlier in the research.

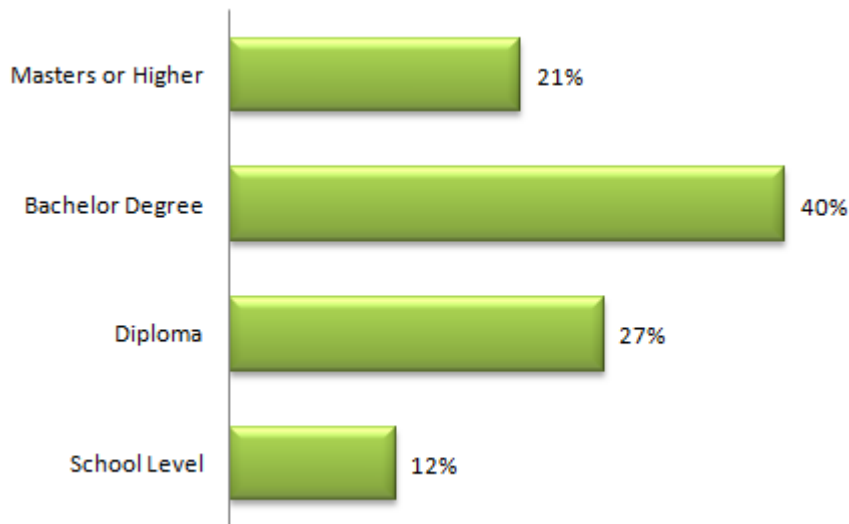


Figure 4.4: Respondents by Education

Private sector employees are the major recipients of mobile advertising. Most of the youth are working in private sector and they are one who are more curious about information. 84% percent of people fall under category of Private sector, government sector or self employed.

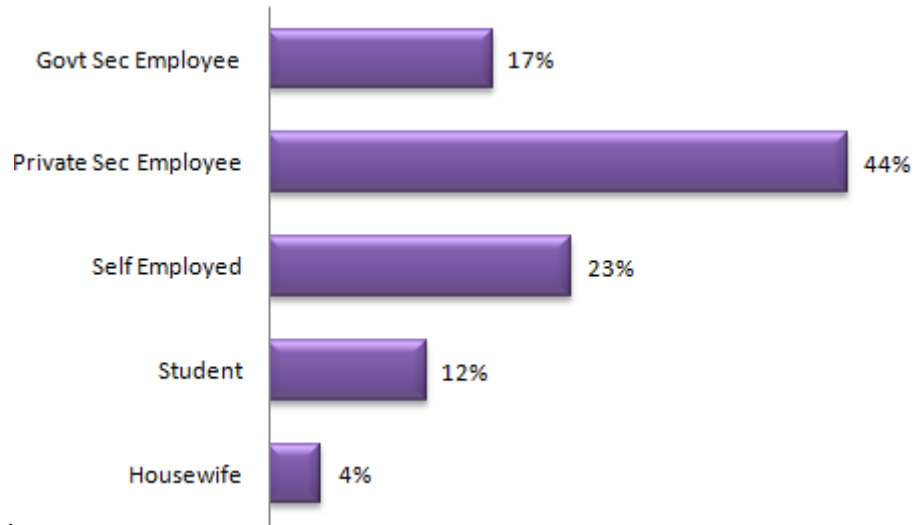


Figure 4.5: Respondents by Occupation

We have analyzed income level of the respondents. 22% of the users have monthly income less than 20000 Rs, mostly student will fall in this category. Major chunk of the people has income in the range of 20001 to 40000 Rs per month. Here purpose to measure the income level is consumer may be attracted and interested towards the product but they do not have buying capabilities to purchase the product and services marketed through mobile advertisement then there is no mean to sensitize those population.

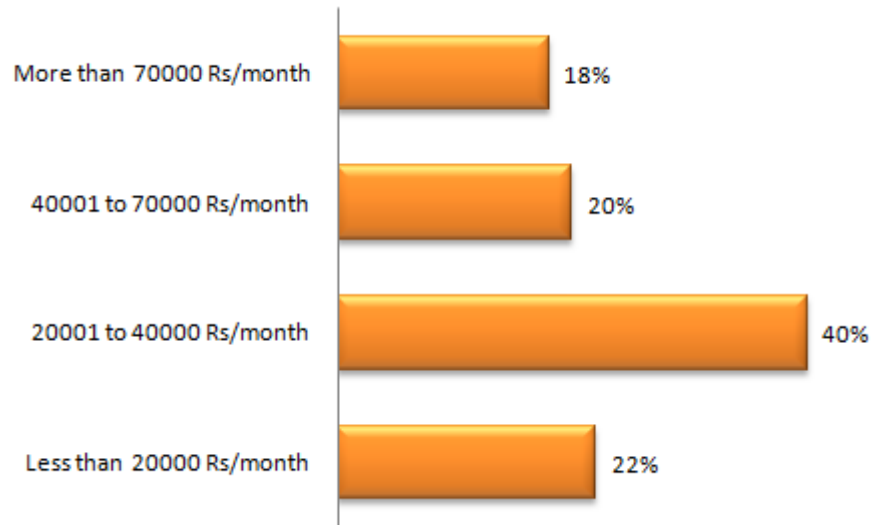


Figure 4.6: Respondents Income level

Next frequency of the mobile advertisement is measured. Frequency can be defined as number of times ad is received by user. This ad can be promotional sms, mms, web banner, web poster or ad seen during browsing on mobile phone or playing the games and watching the video. Major chunk of the people get mobile advertisement very frequently; 88% people are very frequent recipient followed by 7% who think they receive it sometimes and only 5% people receive it rarely. This 5% people may be the one who does not have smartphone with them and sms is the only form of ad received by them. Other segment who receives mobile ad frequently may feels annoying and irritated and they starts ignoring them which will diminish the purpose of marketers, hence marketers should analysis the profile and according to it should target the recipient. Sometimes marketer publishes the advertisement irrespective of user profile for example a publishing the ad of new game to a person with age of more than 50 is not relevant. Profiling of the consumer is very important part here.

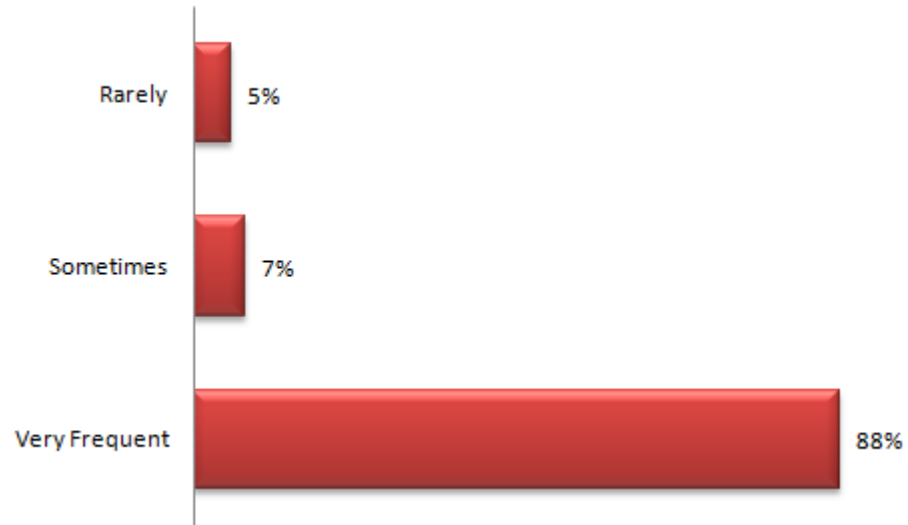


Figure 4.7: Frequency of Mobile Ad

As described there are various type of advertisement method and channel used by marketers, according to our survey all the respondent are aware about promotional and informational sms and they have received it in past. SMS is the traditional method opted by companies to spread the awareness and major advantage is this is the cheapest option available and does not require any internet on consumer handset, this can be noticed easily and information can be provided in user language as well. Other prominent advertisement methods are during video/movies, web banner and web poster.

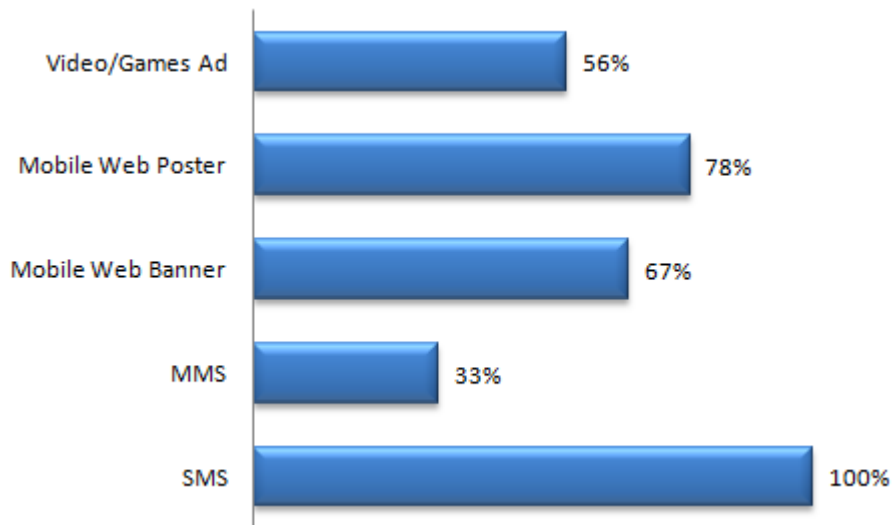


Figure 4.8: Mobile Ad Awareness

Interestingly 56% of user sometimes notice advertisement received over mobile and sometimes they ignore it, almost 33% user often ignore advertisement, this shows high percentage of ignorance, high level of ignorance is directly proportional to frequency of the ad received by user. Consumer starts ignoring the advertisement which is not subscribed by them and in this race marketers miss the opportunity to attract them.

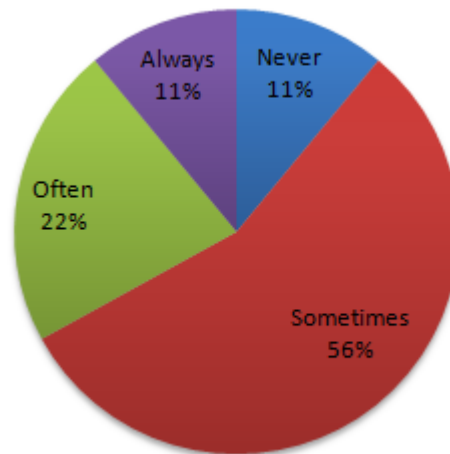


Figure 4.9: Mobile Ad noticed by user

No business is successful until it generates sufficient profit and revenue. Company will always invest in those sectors which can give returns either in terms of money or in terms of value. Mobile advertisement creates awareness and interest in consumer which attract them towards trial and adoption of the product and services. Online advertisement is useful for brands wishing to understand the consumer response because there are many response tracking technology available in market. Companies launch free applications with limited features for trial purpose and by publish lot of advertisement ask consumer to buy the premium version to remove those advertisement and enable all the feature and functionality. There are various methods, by which revenue is shared among various advertiser, inter-mediator and service provider. Links published over videos and games redirect user to their website, even markets now sending url through sms also. So this supportive to the

fact that internet and smartphones are the enabler of advertising. 80% of the respondent thinks companies are generating revenue by using mobile advertisement and cost involved to send the sms, mms and publish the link is nothing compared to revenues generated.

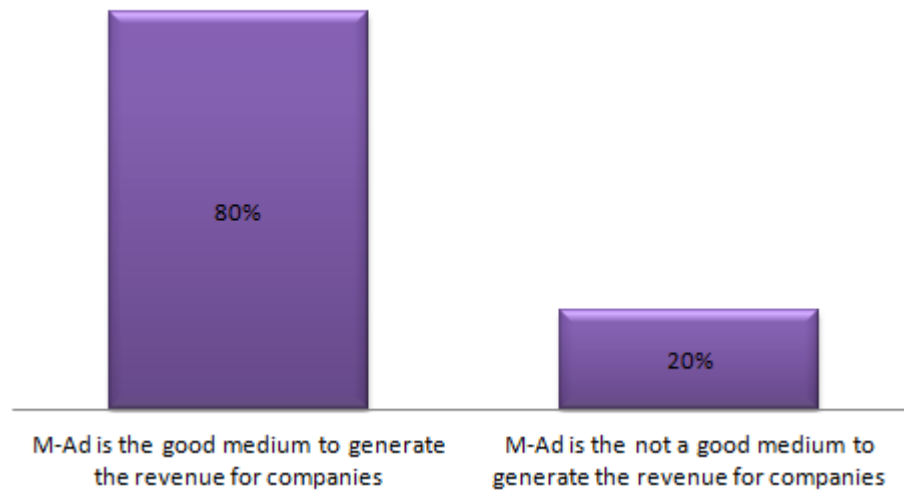


Figure 4.10: M Ad as Revenue Generating Model

As we know Consumer attitudes consist of a combination of cognitive information and beliefs, emotions and behavioral intention regarding a consumer product or service. We tried to measure consumer attitude by collecting their views on certain parameters, defined below

Entertainment	Entertaining
	Enjoyable
	Exciting
Informativeness	Good Source of Information
	Helpful for awareness
	Immediate Accessibility
	Convenient Source of Information
	Relevant Source of Information
Credibility	Convincing
	Reliable
	Trustworthy
Social Influence	Common trend to use
	Peer Influence
	Motivation by Family member and Relatives
Adoption Intention	I am using frequently
	I will recommend others to use it

Table 4.1

Source: Own Analysis

To determine the consumer attitude with demographic factors a relationship is measured with demographic factor and factors determine consumer attitude. We used correlation technique to build the relationship with significant value is 0.05. If significant value is more than 0.05, then hypothesis is accepted and it is proved that there is no relationship or association with particular demographic factor with factors determine consumer attitude towards mobile marketing, and if significant value is less than 0.05 situations will be vice versa. Data analysis was done with help of SPSS tool version 16.0

Following hypothesis is assumed to interpret the relationship between consumer attitudes towards mobile advertisement.

H01: Gender has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

N=89

Correlations			
Gender			
	Pearson Correlation	Sig. (2-tailed)	N
Entertaining	-0.104	0.332	89
Enjoyable	-.228*	0.032	89
Exciting	-0.102	0.34	89
Good Source of Information	-0.011	0.919	89
Helpful for awareness	-0.135	0.208	89
Immediate Accessibility	-0.078	0.468	89
Convenient Source of Information	-0.139	0.193	89
Relevant Source of Information	-0.192	0.072	89
Convincing	0.146	0.173	89
Reliable	0.151	0.157	89
Trustworthy	0.011	0.918	89
Common trend to use	-0.141	0.187	89
Peer Influence	-0.059	0.58	89
Motivation by Family member and	-0.015	0.891	89
I am using frequently	0.022	0.835	89
I will recommend others to use it	-0.143	0.182	89
*. Correlation is significant at the 0.05 level (2-tailed).			
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.2

Source: SPSS

In the above correlation table all the significant value is more than 0.05 expect 'Enjoyable', Hence NULL hypothesis is accepted and Gender has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

Now we assume another hypothesis as below and correlation is calculated.

H02: Age has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

N=89

Correlations			
Age			
	Pearson Correlation	Sig. (2-tailed)	N
Entertaining	-0.045	0.673	89
Enjoyable	-0.159	0.137	89
Exciting	0.006	0.959	89
Good Source of Information	-0.047	0.66	89
Helpful for awareness	0.085	0.427	89
Immediate Accessibility	-0.1	0.35	89
Convenient Source of Information	0.014	0.9	89
Relevant Source of Information	0.033	0.758	89
Convincing	-0.095	0.374	89
Reliable	-0.043	0.691	89
Trustworthy	-0.027	0.798	89
Common trend to use	0.043	0.689	89
Peer Influence	-0.016	0.88	89
Motivation by Family member and	-0.083	0.437	89
I am using frequently	-0.066	0.537	89
I will recommend others to use it	0.011	0.918	89
*. Correlation is significant at the 0.05 level (2-tailed).			
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.3

Source: SPSS

In the above correlation table all the significant value is more than 0.05 for all the parameters, Hence NULL hypothesis is accepted and Age has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

Now we assume another hypothesis as below and correlation is calculated.

H03: Education has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

N=89

Correlations			
Education			
	Pearson Correlation	Sig. (2-tailed)	N
Entertaining	-0.088	0.411	89
Enjoyable	-0.079	0.462	89
Exciting	-0.179	0.093	89
Good Source of Information	0.079	0.462	89
Helpful for awareness	-.210*	0.048	89
Immediate Accessibility	0.051	0.638	89
Convenient Source of Information	-0.189	0.076	89
Relevant Source of Information	-0.107	0.32	89
Convincing	0.013	0.903	89
Reliable	-0.039	0.714	89
Trustworthy	-0.063	0.554	89
Common trend to use	0.076	0.476	89
Peer Influence	-0.015	0.891	89
Motivation by Family member and	-0.014	0.9	89
I am using frequently	0.061	0.57	89
I will recommend others to use it	-.264*	0.013	89
*. Correlation is significant at the 0.05 level (2-tailed).			
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.4

Source: SPSS

In the above correlation table all the significant value is more than 0.05 except parameter 'Helpful for awareness' and 'I will recommend others to use It', Hence NULL hypothesis is accepted and Education has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

Now we assume another hypothesis as below and correlation is calculated.

H04: Occupation has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

N=89

Correlations			
Occupation			
	Pearson Correlation	Sig. (2-tailed)	N
Entertaining	0.018	0.864	89
Enjoyable	0.189	0.077	89
Exciting	-0.106	0.324	89
Good Source of Information	-0.046	0.671	89
Helpful for awareness	-0.165	0.122	89
Immediate Accessibility	-0.03	0.777	89
Convenient Source of Information	-0.054	0.615	89
Relevant Source of Information	-0.14	0.19	89
Convincing	.250*	0.018	89
Reliable	0.081	0.448	89
Trustworthy	0.074	0.492	89
Common trend to use	-0.066	0.542	89
Peer Influence	-0.083	0.442	89
Motivation by Family member and	-0.18	0.092	89
I am using frequently	0.086	0.421	89
I will recommend others to use it	-0.177	0.096	89
*. Correlation is significant at the 0.05 level (2-tailed).			
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.5

Source: SPSS

In the above correlation table all the significant value is more than 0.05 except parameter 'Convincing', Hence NULL hypothesis is accepted and Occupation has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

Now we assume another hypothesis as below and correlation is calculated.

H05: Income has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

N=89

Correlations			
Income			
	Pearson Correlation	Sig. (2-tailed)	N
Entertaining	0.025	0.82	89
Enjoyable	0.039	0.718	89
Exciting	0.077	0.474	89
Good Source of Information	-0.064	0.554	89
Helpful for awareness	-0.027	0.804	89
Immediate Accessibility	-0.012	0.914	89
Convenient Source of Information	0.078	0.467	89
Relevant Source of Information	0.041	0.701	89
Convincing	0.167	0.119	89
Reliable	0.052	0.631	89
Trustworthy	0.052	0.63	89
Common trend to use	-0.089	0.409	89
Peer Influence	0.008	0.944	89
Motivation by Family member and	0.04	0.712	89
I am using frequently	0.114	0.288	89
I will recommend others to use it	.233*	0.028	89
*. Correlation is significant at the 0.05 level (2-tailed).			
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.6

Source: SPSS

In the above correlation table all the significant value is more than 0.05 except parameter 'I will recommend others to use it (mobile advertising)', Hence NULL hypothesis is accepted and Income has No significant relationship with parameters proposed to determine consumer attitude for mobile advertisement.

In a nutshell below conclusion is drawn.

- a. Gender, Age, Education level, Occupation, Income level has not significant correlation with the parameters determine consumer attitude towards mobile advertisement
- b. Internet and Smartphone are the major enablers of Mobile Advertisement.
- c. Recipients see mobile advertisement very frequently over their device.
- d. Although Consumers are aware about different type of mobile advertisement, SMS is most famous followed by Mobile Web poster and banner.
- e. Most of the recipients notice mobile ad sometimes, there is high percentage of ignorance.
- f. Consumer feel mobile ad is good source of revenue generation for the companies.

4.2 Recommendations

Based on data analysis and finding below are the recommendations.

- a. As we see there is high level of ignorance for mobile advertisement. Advertiser should work more towards target marketing instead of sending irrelevant information, irrelevant information makes consumer irritated and annoying. This affects credibility of brand and level of trust also decrease.
- b. Efficient measure should be taken to make mobile advertisement more attractive.
- c. Marketers should benefit consumers also for using mobile advertisement and all the stakeholders should work with coordination and make the system more efficient and effective.
- d. Privacy is major concern here as this advertiser and service provider records the user activity and personal things. Privacy of consumers should be maintained at any cost and can be revealed if consumer wishes to do so.
- e. Advertisement should build in such manner that it not only circulate the information but also penetrate consumer minds with desires and beliefs.

4.3 Limitations of Study

There are some limitations in the study conducted to determine consumer attitude towards mobile advertisement highlighted below.

- a. Due to time and budget restriction conclusion is drawn based on sample size (n =89) which is representing whole population and result of population may be different from sample.
- b. We have considered few types of mobile advertisement like SMS, MMS, Mobile web banner, Mobile web poster, Location based service. There could be several other methods to do mobile advertisement those are out of our scope.
- c. Questionnaire is prepared online and distributed through email only. This means all the respondent and aware about internet technology and it is assumed they all are aware about mobile advertisements.

5. CHAPTER 5: BIBLIOGRAPHY

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