

Factors That Influence the Effectiveness of Mobile Advertising: An Analytical Study

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Introduction

The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumers' needs and preferences. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle, 2008). Nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe.

In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's. There are various studies conducted to identify factors that make companies better than their competitors in influencing the customers purchase decision. Consumers' of mobile phone found throughout the world greatly influenced by those different factors affecting mobile phones purchase decision. These factors may be related to the characteristics of the consumer and the features associated with the mobile phones. This leads mobile phone companies to come up with a variety of mobiles with different brands and features. There is various research studies conducted to identify factors affecting consumers' choice of mobile phones. These studies indicated a range of items as a determinant factor influencing purchase decision. These factors include price, features, quality, brand name, durability, social factors and so on (Li 2010; Zheng, 2007; Zhang, 2006; Huang, 2004).

Objective of the study:

The main objective of this study is studying behavior of customers of various mobile brands, major features which a customer looks for while buying a mobile phone and factors that influence in decision making in purchasing a mobile phone.

Literature Review

The development of mobile phones and technologies has been an extended history of Innovation and advancement scropped up due to dynamic changes in consumer needs and preferences. Among these developments, mobile phones devices have had one of the fastest household adoption rates of any technology in the world's modern history.

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Consumers are individuals and households that buy the firms product for personal consumption (Kotler, 2004). It often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers (Krishna, 2010). The activities these consumers

undertake when obtaining, consuming, and disposing of products and a service is known as consumer behavior. Consumer behavior involves studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they will pass through the process through recognition, search information, evaluation, purchase, feedback (Blackwell, Miniard and Engel, 2006). At last, the consumer will choose a product or brand to consume from various choices in the market. However, these factors affecting the buying behavior of consumers vary due to diverse environmental and individual determinants.

Consumer buying behavior is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, consumer Knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors. Environmental factors represent those items outside of the individual that affecting individual consumer's decision making process. These factors include culture, social class, reference group, family and household. The above mentioned factors are the major determinants behind the decision of consumers to opt a given good or service (Blackwell, Miniard, and Engel, 2006).

According to Karjaluoto et al. (2005), price, brand, interface, and properties tends to have the most influential factors affecting the actual choice amongst mobile phone brands. Ling, Hwang and Salvendy (2007) surveyed college students to identify their preference of their current mobile phone. The results of their survey indicated that the physical appearance, size and menu organization of the mobile phones are the most determinant factors affecting the choice of mobile phones.

Mack and Sharples (2009) showed that usability in the most important determinant of mobile choice; other attributes particularly features, aesthetics and cost are other factors that have implication on the choice of mobile phone brand. In other study conducted by Kumar (2012), price, quality and style functions as the most influential factors affecting the choice of mobile phones. Moreover, Saif et al, 2012 selected four important factors i.e. price, size/shape, new technology features and brand name and analyzed their impact on consumers' buying behavior. According to his result, consumer's value new technology features as the most important variable that influences consumers' to go for a new mobile phone purchase decision.

Eric and Bright (2008) conducted a study on factors that determine the choice of brands of mobile phone in Ghana specifically Kumasi Metropolis. Accordingly, the results of the study showed that the first most important factor is reliable quality of the mobile phone brand and the other factor is user-friendliness of the brand of the mobile phone. Likewise, Das (2012) conducted an empirical research based on survey method on factors influencing buying behavior of youth consumers towards mobile handsets in coastal districts of Odisha located in India. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasurability and usability; is the choice of young consumers; females in gender-group, post-graduates in level of education-group, students in occupational group, urban residents in geographical area group plays most prominent role in buying decision of a mobile handset.

Purpose of mobile phone:

In the early days, mobile phones were used for communication whereas today, they're viewed as both a means of communication and entertainment. Basic mobile phones were limited to apps like the phonebook, music and calendar, to name a few. They weren't equipped to handle or download third-party apps.

Future of Mobile Phones:

The mobile phones of the future are expected to be more closely embedded in our day-to-day lives than ever before. Some futurologists and industry experts predict that in years to come mobile phones will become remote controls for our whole lives, while others forecast that in the future mobile phones will literally run our lives for us. One thing's for certain: the technology involved in mobile phones and mobile networks has developed so rapidly over the last few years, it's going to be an exciting ride.

Research Methodology:

This study describes the research methodology adopted to achieve the objective of the study.

Scope of the study:

The scope of the study is to gain first-hand knowledge about buying behavior of consumers towards different brands of mobile phones.

Research Design:

The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables in a given situation.

2.1 Data collection:

- **Primary Data** - Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.
- **Secondary Data**- Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.
- **Sampling Design**- Sampling design specifies for every possible sample its probability of being drawn.
- **Universe**- Universe can easily be defined as infinite number of elements which a researcher is targeting in the study.
- **Population**- Population can easily be defined as the limited number of elements which the researcher is going to target in a particular area.

2.2 Sampling Techniques:

The selection of the respondents was done on the basis of convenience technique based on non-probability method of sampling.

- **Sampling size:** The number of respondents included in the study was 21.
- **Data analysis and interpretation:** For the purpose of analyzing, raw data was summarized in a table and from this table the results have been carried out. The question having multiple/alternative choices were analyzed by taking percentages. In this case of questions on non-probability, mean scores were calculated.

2.3 Limitations of the study:

- Sample might not be a true representative of the universe.
- Result of study will not be applicable in other areas as study was conducted for those who are in my contacts.
- Results might be biased because of the reluctance of giving information by the respondents

Data Analysis and Interpretation

The chapter analyses the behavior and preference of the consumer for various brands of mobile handset based on various factors which influence their buying decision. This chapter therefore deals with the analysis and discussion of the project.

Results of the study:-

Table 3.1 Showing total number of respondents owing a mobile phone

Yes/No	No. of Respondents	%
Yes	21	100
No	0	0
Total	21	100

Table 3.2 Showing different brands of mobile used by respondents

Brands	No. of Respondents	%
Samsung	5	23.8%
Apple	1	4.8%
Xiaomi MI	7	33.3%
Oppo	1	4.8%
Others	7	33.3%

Interpretation:

From the above table we can conclude that out of 21 respondents 23.8% have Samsung, 4.8% have Apple, 33.3% have Xiaomi, 4.8% have Oppo. Apart from these brands 33.3% of respondents have Other brands.

Table 3.3 Showing how long responds use mobile phones

Time Duration	No. of respondents	%
Less than 2 years	15	71.4%
2 to 4 years	4	19%
4 to 6 years	1	4.8%
6 years and above	1	4.8%

Interpretation:

From the above table we can conclude that out of 21 respondents 71.4% are using mobile phones less than 2 years, 19% are using phones from 2 to 4 years, 4.8% are using phones from 4 to 6 years, and 4.8% are using phones from 6 years and above.

Table 3.4 Showing what amount the respondents are willing to spend

Amount	No. of respondents	%
Less than 20,000	8	38.1%
20,000-30,000	7	33.3%
30,000-40,000	4	19%
40,000 and above	2	9.5%

Interpretation:

From the above table out of 21 respondents 38.1% are willing to spend less than 20,000, 33.3% are willing to spend between 20,000 to 30,000, 19% are willing to spend between 30,000 to 40,000 and 9.5% are willing to spend 40,000 and above.

Table 3.5 Showing from where respondents often see mobile advertisements.

Advertisements	No. of respondents	%
Television	3	14.3%
Newspaper	Nil	Nil
Magazine	Nil	Nil
Internet	16	76.2%
Other	2	9.5%

Interpretation:

From the above table out of 21 respondents 14.3% see mobile advertisements on Television, no one see on newspaper and magazine, 72.6% see advertisement on internet and 9.5% see advertisement on other modes.

Table 3.6 Showing basis of respondents to choose a mobile

Basis to choose mobile	No. of respondents	%
On the basis of Price	6	28.6%
Camera Quality	2	9.5%
Battery life	2	9.5%
Processor	8	38.1%
Recommended by friend	3	14.3%

Interpretation:

From the above table out of 21 respondents 28.6% of respondents chose mobile on the basis of Price, 9.5% chose mobile on the basis of camera, 9.5% chose on mobile on the basis of battery, 38.1% chose mobile on the basis of processor and 14.3% chose mobile on the basis of recommendation by friends.

Table 3.7 Showing respondents to choose mobile on the basis of it's feature

Basis options	No. of respondents	%
Yes	15	71.4%
No	3	14.3%
Sometimes	3	14.3%

Interpretation:

From the above table out of 21 respondents 71.4% of respondents chose the option Yes, 14.3% chose the option No and 14.3% chose the option sometimes.

Table 3.8 Showing respondents choose durability as a factor while selecting a mobile:

Basis option	No. of respondents	%
Yes	18	85.7%
No	1	4.8%
Maybe	2	9.5%

Interpretation:

From the above table out of 21 respondents 85.7% of respondents chose Yes which means they considered durability as a factor while selecting a mobile, 4.8% of respondents chose No which means they did not choose durability of mobile as an option and 9.5% chose the option Maybe.

Table 3.9 Showing respondents who influence most in purchase decision:

Influencing decision	No. of respondents	%
Friends	6	28.6%
Family	7	33.3%
Peer group	1	4.8%
Others	7	33.3%

Interpretation:

From the above table out of 21 respondents 28.6% of respondents get influenced from friends, 33.3% get influenced from family, 4.8% get influenced from peer group and 33.3% get influenced from others.

Table 3.10 Showing the respondents basic need of using mobile phone:

Basic needs	No. of respondents	%
For calling	16	76.2%
Listening music	2	9.5%
Gaming	2	9.5%
Status symbol	1	4.8%

Interpretation:

From the above table out of 21 respondents 28.6% of respondents get influenced from friends, 33.3% get influenced from family, 4.8% get influenced from peer group and 33.3% get influenced from others.

Table 3.10 Showing the respondents basic need of using mobile phone:

Basic needs	No. of respondents	%
For calling	16	76.2%
Listening music	2	9.5%
Gaming	2	9.5%
Status symbol	1	4.8%

Interpretation:

From the above table out of 21 respondents 76.2% of respondents use mobile for calling, 9.5% use mobile for listening music, 9.5% use mobile for gaming, 4.8% use mobile for status symbol.

Table 3.11 Showing which advertisement of mobile phone impresses the respondents:

Advertisement	No. of respondents	%
Slogan and Music	6	28.6%
Picture and Colour	11	52.4%
Story	2	9.5%
Spokes	2	9.5%

Interpretation:

From the above table out of 21 respondents 28.6% of respondents are impressed by Slogans, 52.4% by Pictures, 9.5% by story and 9.5% by spokes.

Table 3.12 Showing the respondents liking T.V advertisement of mobile phones:

T.V advertisement	No. of respondents	%
Samsung	7	33.3%
Apple	10	47.6%
Oppo	2	9.5%
Xiaomi MI	2	9.5%
Others	Nil	Nil

Interpretation:

From the above table out of 21 respondents 33.3% like advertisement of Samsung, 47.6% like advertisement of Apple, 9.5% like advertisement of Oppo, 9.5% like advertisement of Xiaomi MI and there is no response on "Other" option.

Table 3.13 Showing according to the respondents which brand provides the best after sales service:

After sale service	No. of respondents	%
Samsung	5	23.8%
Apple	5	23.8%
Xiaomi MI	8	38.1%
Oppo	2	9.5%
Others	1	4.8%

Interpretation:

From the above table out of 21 respondents 23.8% chose Samsung best for its after sales service, 23.8% chose apple for best after sales service, 38.1% chose Xiaomi MI for best after sales service, 9.5% chose oppo and 4.8% chose other brands for best after sales service.

Table 3.14 Showing the respondents choose mobile phones on the basis of after sales service:

Basis	No. of respondents	%
Yes	11	52.4%
No	4	19%
Rarely	2	28.6%

Interpretation:

From the above table out of 21 respondents 52.4% of respondents chose option Yes which means they chose mobile phone on the basis of after sales service, 19% chose no which means they did not chose mobile on the basis of after sales service and 28.6% chose rarely.

Independent Sample Test:

Notes		
Output Created		01-MAY-2020 10:30:25
Comments		
Input	Data	D: \SPSS DATA\ Research methodology.sav
	Active Data set	Data Set1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	No of Rows in Working Data File	426
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax	T-TEST GROUPS=Q9(21) /MISSING=ANALYSIS /VARIABLES=Q6 /CRITERIA=CI(.95).	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.06

Group Statistics							
		Who influence most in the purchase decision?	Statistic	Boot strap			
				Bias	Std. Error	75% Confidence Interval	
						Lower	Upper
On what basis do you choose a particular mobile phone?	Family	N	6				
		Mean	4.30	-.05	.95	3.35	5.50
		Std. Deviation	2.605	-.445	.728	.211	3.60
		Std. Error Mean	.720				
	Friends	N	8				
		Mean	3.60	-1.8	.17	2.49	4.40
		Std. Deviation	2.674	-.375	.396	.882	2.228
		Std. Error Mean	.630				

Independent Samples Test										
		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
On what basis do you choose a particular mobile phone?	Equal variances assumed	2.260	.310	.720	14	.520	.320	.726	-2.461	3.228
	Equal variances not assumed			.430	7.621	.402	.311	.514	-2.438	3.160

Boots trap for Independent Samples Test							
		Mean Difference	Boot strap				
			Bias	Std. Error	78% Confidence Interval		
					Lower	Upper	
On what basis do you choose a particular mobile phone?	Equal variances assumed	.320	.022	.870	-.690	1.720	
	Equal variances not assumed	.422	.020	.830	-.660	1.756	

A .Unless otherwise noted, bootstrap results are based on 21 boot strap samples

Correlations					
		Responsiveness	Preferences	Who influence most in the purchase decision?	What is your basic need for using mobile phone?
Responsiveness	Pearson Correlation	2	.663**	.220	.511*
	Sig.(2-tailed)		.000	.330	.060
	N	21	21	21	21
Preferences	Pearson Correlation	.663**	2	.520*	.550*
	Sig.(2-tailed)	.000		.055	.036
	N	21	21	21	21
Who influence most in the purchase decision?	Pearson Correlation	.220	.520*	2	.337
	Sig.(2-tailed)	.330	.055		.460
	N	21	21	21	21
What is your basic need for using mobile phone?	Pearson Correlation	.511*	.550*	.337	2
	Sig.(2-tailed)	.060	.036	.460	
	N	21	21	21	21

**Correlation is significant at the 0.01 level (2-tailed).
*Correlation is significant at the 0.05 level (2-tailed).

Conclusion and Recommendation

Mobile phone can be termed as a necessity and essential object in every human being's life. It has now become an important and useful part in every person's life and without it we cannot even imagine our lives.

The study which is conducted above tells us about the preferences, expectation and satisfaction level of the mobile phone buyers. It even tells us the fact that now a day's, mobile phones are not just meant for calling but has a lot more to offer with great features which are also welcomed by the consumers. The mobile phone buyers also wants that their phone should offer more to them in terms of better specifications and camera quality and would select price effective mobile phones. So, if any mobile phone company wants to increase its market share then it should focus on these factors also to satisfy the ultimate buyer.

The study conducted above does not provide with a whole image of the topic because it is conducted within my contacts and with a very limited and restricted amount of people. So it should be studied more in different places so as to get a wider and clear view of the finding.

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