



## A STUDY OF CUSTOMER PREFERENCE TOWARDS MOBILE V/S CONVENTIONAL ADVERTISING

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**ABSTRACT** Advertisement plays a vital role for promotion of any product. This paper examines which advertising method is good on different parameter weather mobile advertising or conventional advertising. Selection of advertising methods is one of the greatest challenges faced by advertisers and agencies. There is a need to measure the effectiveness of mobile advertising and conventional advertising. It is very difficult to choose the right advertising methods for promotion of product; the situation is further complicated by the emergence of new advertising formats and platforms. Conventional advertising includes Newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail and mobile advertising includes blogs, websites or text messages. Advertising influence customer buying behaviour in this study researcher tried to find out customer preference mobile advertising and conventional advertising. This research was conducted on the 100 respondents of Indore city to make a comparative analysis between mobile advertising and conventional advertising.

**KEYWORDS :** Advertising, Mobile advertising, Conventional advertising, Customer preference.

### INTRODUCTION

Nowadays it is very difficult to find a person without a mobile phone. It is now a necessity and has become an integral part of one's life. Besides the convenience of usage in anywhere or at any time, the user can also listen to music, play games or surf the internet. The widespread use of mobile phones and the rapid increase in the number of subscribers to this service have prompted marketers to adopt this method in the execution of marketing activities and to adopt the concept of mobile marketing, which has provided marketers with a new innovative means as opposed to the conventional means of communication in buying and selling. In recent years, mobile marketing has provided new opportunities for companies and workers in the field of marketing to communicate with the target audience in an effective manner, as it represents an interactive means for promotions and sales that establishes and promotes a positive attitude toward the company, its products and its services, in addition to sustaining a long-term relationship with the target market.

Traditional advertising includes methods such as ads in magazines and newspapers, radio and TV spots and direct mail. More recently, website banner ads have become the norm for many businesses. Unconventional advertising referred as guerrilla marketing which consists of creative, low-cost marketing methods used by small businesses to temporarily promote a product or service.

### REVIEW OF LITERATURE

**Heinonen & Strandvik (2003)** showed that mobile channels are perceived to be more personal than traditional and e mail channels. This creates high expectations for the relevance of marketing communication messages. A consumer expects messages to be personal and of high interest and this makes the disappointment greater when they get undesired messages.

**Wong Man Ting Mandy (2009)** revealed that there exists a positive effect on the attitude towards receiving and reading mobile advertising due to variables such as informativeness and entertainment.

**Raj Kumar Paulrajan and Harish Raj Kumar (2011)** examined the perception choice in selecting the cellular mobile telecommunication service providers. The result of the study indicates that in selecting the telecommunication service provider, communication and price has a significant impact in choice of the consumer preference nevertheless the product quality and availability has a significant impact in selecting the mobile telecommunication service provider.

**Jegan and Sudalaiyandi (2012)** found that the consumer preference and their satisfaction towards the mobile phone service providers find that the call tariffs, network coverage and brand image encourage the consumer's preference and satisfaction.

**Zohaib Ahmad and Junaid Ahmad (2014)** in their study titled

“Consumer Purchase Behaviour in Cellular Service Sector” says that the dominant factors quality, price, promotions, and social factors reflects the latest buying behaviour of people or not. The study reveals that the social factor is the most dominating factor which determines the purchase behaviour and basically reflects the societal image of the consumers.

**Chowdhury & Rahman (2013)** studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behaviour of mobile handsets as well as why the young consumers give special emphasis to some particular factors in the Chittagong metropolitan city. Young respondents emphasize less importance on durability, price, others advice and opinion because of their swift switching attitude.

**Gao, T., & Sultan (2005)** found that fast growth of mobile phones enabled the marketers to receive direct response from the customers about their goods and services and also helped in developing relationships with the customers.

### OBJECTIVES

1. To study the customer preference towards mobile advertising.
2. To study the customer preference towards conventional advertising.
3. To compare customer preference towards mobile v/s conventional advertising.

### RESEARCH METHODOLOGY

This is a descriptive study which critically compares the customer preference towards mobile advertising and conventional advertising. With the beginning of digital revolution mobile becomes the necessary part of everyone's life. There is a huge scope of mobile marketing these days. A well structured questionnaire was administered to the customers to understand their perceptions towards mobile advertising and conventional advertising in Indore. The responses were recorded on different factors using 5-point Likert scale. This paper is an effort to enhance the quality of advertising in the current scenarios and to find out the ways for improving the advertising methods so that companies can respond to current paradigms.

### Sampling Procedure:

Sampling Method:-Convenience sampling method is used to collect the data.

Sampling Area:-Indore

Sample Size-100

### Source of Data:

The target respondents for this study comprise of various customers involved in watching advertisement in Indore.

### Method of Data collection:

The Primary data is collected with the help of a structured questionnaire enlisting various factors and other issues related to the advertising.

**Data Analysis:**

Analysis of the collected data is done with the help of mean deviation.

**DATA ANALYSIS AND INTERPRETATION**

Sno.	Variables	Mobile advertising	Conventional advertising
1	Informative	2.2800	3.5400
2	Interesting	2.9700	2.7400
3	Recognition	3.6100	2.4400
4	Purchase Intention	2.9100	2.5000
5	Memorable	2.4600	2.1100
6	Believable	2.7600	2.5800
7	Attention	2.7200	3.2100
8	Recall	2.4600	2.6200
9	Relevance	3.3800	2.2700
10	Persuasion	2.7800	2.1600
11	Suits personal needs	2.6000	2.9300
12	Relayed at the wrong time	3.5400	2.2900
13	Clutter as a result of too many ads	2.3400	2.1200
14	Cause disturbance at work	3.0200	2.7200
15	Junk ads without going through it	3.5600	2.4300
16	Time-consuming to go through ads	2.7000	3.8200
17	Recall of brands advertised	2.6000	3.4321
18	Recall of sale/special promotions	2.2800	2.1600
19	Recall of products /services advertised	2.1800	3.7400
20	Ad positioning	2.2600	2.4400
21	Positive impact	2.3900	2.5000
22	Loss of privacy	2.4600	2.2500

**Data Interpretation**

There are 42 percentage respondents who belong to the age group of 31 to 40 years. There are 52 percentage respondents who are female. There are 54 percentage respondents who are married. There are 56 percentage respondents are having Post graduate degree. There are 100 percentage respondents said that they watch mobile advertising as well as conventional advertising.

While making comparison between towards mobile advertising and conventional advertising for informativeness it is revealed that conventional advertising is more informative than mobile advertising. It is found that mobile advertising is more interesting than conventional advertising. Mobile advertising can be recognized easily as compared to conventional advertising. Mobile advertising increases the purchase intention of customers. Mobile advertising is memorable. Mobile advertising is more believable as compare to conventional advertising. Conventional advertising is attention seeking. Conventional advertising helps in recall of product. Mobile advertising is having relevance than conventional advertising. Mobile advertising helps in persuasion of product. Conventional advertising suits personal needs. Mobile advertising relayed at the wrong time. Mobile advertising clutters as a result of too many ads. Mobile advertising causes disturbance at work. Customer junk mobile advertising without going through it. Conventional advertising is time consuming to go through the ads. Conventional advertising helps in brand recall. Mobile advertising helps in recall of sale/ special promotion. Conventional advertising helps in recall of products and services advertised. In terms of ads positioning conventional advertising is much better than mobile advertising. Conventional advertising is having positive impact on buying behaviour. Mobile advertising cause loss of privacy just because of circulated any time.

**SUGGESTIONS**

It is suggested that timing for relay of mobile advertisement should be good so that it will not create disturbance for the customers, mobile advertising company should send specific number of ads so that it do not clutter the respondent. Conventional advertising should work on recognition of advertisement so that purchase intention can be created and advertisement will be memorable and believable. Conventional advertisement should be relevant according to the target customer.

**CONCLUSION**

India is one of the fastest growing nations in the world. Digital

revolution is taking place in India. There is a shift from conventional advertising to mobile advertising increasing day by day. Social media, online, search, and mobile advertising all grabbing the attention of marketing executives just because of popularity among youth. Mobile advertising is more attractive than conventional marketing. This study identified the advertising mediums that were most likely to be used by customers of Indore.

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