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Consumers Perceptions toward Mobile Advertisement in Punjab

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Abstract

The present research investigates consumer perceptions toward mobile advertising and the relationship between attitude and behavior. An instrument for measuring attitudes toward mobile advertising is developed. The results of a survey indicate that Punjab's consumers have positive perception toward Mobile Advertising. In addition, the result of ANOVA showed significant attitudinal differences between two races, namely Punjab and Himachal, while overall attitudes of all three races are positive toward mobile advertising.

Introduction

Mobile advertising, which is an area of E-Marketing, is a form of advertising that targets users of handheld wireless devices such as mobile phones. In Comparison with traditional advertising, the main advantage of mobile advertising is that it can reach the target customers anywhere anytime. In order to promote the selling of products or services, all the activities required to communicate with the customers are transferred through mobile devices. Combining with the customer's user profile and context situation, advertising companies can provide the target customers exactly the advertisement information they desire, not just "spam" them with advertisements they are not interested in.

The devices on which these value-added services are pushed onto or downloaded to, operate in an environment that imposes constrains such as: wireless network environments are unreliable and bandwidth is low, and the very mobility of devices increases the risk that a connection will be lost or degraded. More importantly, mobile services must work within the daunting constraints of the devices themselves, which include: memory, processing power, input capabilities, and size of display. It is therefore important that mobile advertisements take into account the user's context, optimize resource usage, and minimize input effort imposed on the user.

embracing this medium due to its advantages such as user location targeting, multiple touch points with the consumer, knowledge of consumer usage and trends, one-to- one nature, trusted billing relationship, direct user response and many more. The mobile advertising growth seen in India is also a result of the rapid growth of mobile and mobile internet users. Mobile phones are available for cheap and so are data packages. It is also important to notice that the popularity of social networking sites and their phone apps has led to consumers accessing the web on their phone more often than desktops and PCs due to the sheer comfort of logging in any time and from any place.

Review of Literature

A study done by 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. Mobile advertising may even step over the line of discretion and invade consumers' privacy because of the personal nature of the mobile device. Li et al (2002) discusses how negative reactions like irritation arise through intrusion advertising. The channel influences consumer responsiveness to marketing communication by being perceived as either disturbing or acceptable (Abernethy 1991). If the consumer considers marketing communication via a channel as disturbing it may negatively affect the attention to and perception of the message. In contrast, the channel may also enhance the acceptance of the marketing communication if it is perceived as appropriate for the specific marketing communication. Also, some consumers may perceive the channels as neutral, i.e. it is neither disturbing nor accepted.

Despite substantial marketing potential, research on mobile advertising and particularly through its most successful application, short message service (SMS) is still embryonic. In a comprehensive survey concerning consumers' experiences of direct marketing channels in Finland it was found that consumers perceived direct marketing channels differently compared to each other. (Finnish Direct Marketing Association, 2002) The experiences of mail order, Internet and email experiences were more positive compared to other direct market channels such as telemarketing and door-to-door sales. 80 % of the respondents had positive experiences of mail order, 77% had positive experiences of Internet and email as marketing channels and the corresponding number for SMS and WAP was 65%. For telemarketing and door-to-door sales the number of positive consumers was down to 30% and 25% respectively. Concerning satisfaction with information received, there seemed to be differences between the channels. The study also indicated that consumers have considerable less experience of SMS messages compared to mail order, Internet and email. The most influential model for comparing media is probably the ARF (Advertising Research Foundation) model first published in 1961 (Harvey 1997). This model was created as a response to the need in the advertising industry to compare different advertising media (Harvey 1997). The model contains six stages or hierarchical levels of advertising effects. The original model contained the following levels; vehicle distribution, vehicle exposure, advertising exposure, advertising perception, advertising communication and sales. The first two levels indicate measures of potential spread of the media among consumers and have been the most used factors in the marketing communication industry. Advertising exposure refers to the number of consumers exposed not to the media as such but to the particular commercial or ad. The fourth level, advertising perception is the first level to include a consumer reaction, i.e. the number of consumers noticing the advertising. The next level, advertising communication, could measure how many consumers in fact receive something of the content besides only noticing the communication. These two levels have been the least studied and understood in the advertising industry, which has focused on the two first levels and the last, sales that are easier to measure. As the model is considered to be a hierarchical model there is something of a black box in the knowledge of consumer response, which is one of the objectives of the current study. The direct marketer may record a pull or response rate in sales of, for example, 2 % compared to response rate of 8 % in another marketing campaign but have no information about the reason for the difference. The problem is accentuated on one hand when new media have evolved and on the

other hand when customer relationships have come into focus instead of only campaign sales. Harvey (1997) argues that the advertising communication level needs more attention. In this model responsiveness would relate to the levels advertising perception and advertising communication, which have been the least studied aspects. In a new edition of the model the Advertising Research Foundation (ARF) included new digital media and created eight hierarchical levels of media performance; vehicle distribution, vehicle exposure, advertising exposure, advertising attentiveness, advertising communication, advertising persuasion, advertising response and sales response (Informed 2001). The three first are essentially retained from the original model as well as the last level. In this model our responsiveness framework links to advertising attentiveness, communication and persuasion.

According to the descriptions of the new model (Informed 2001) advertising attentiveness is considered to be a measure of the degree to which those exposed to the advertising are focused on it. Advertising communication refers to information retained by the consumer after exposure to the message. Advertising persuasion measures shift in attitudes and/or intentions produced by the communication and advertising response is other consumer response than purchasing. This would for example, include click-through, lead generation, mail response and coupon redemption. Our responsiveness conceptualization closely relates to the attentiveness level but carries over to the communication and persuasion levels in the sense that we assume that they are closely related. As a consequence the study attempts to examine the relationship between marketing/ advertising efforts (through mobiles) and the consumers' responsiveness in terms of impact on their purchase decisions.

New media in the digital economy have created potentially powerful tools for direct and interactive marketing. Traditional marketing communication strategies have been based on the logic (Godin 1999) where the consumer is forced to momentarily pay attention. Permission marketing was introduced as a new managerial approach in marketing communication. It has been argued that firms benefit from getting consumers' permission to be contacted (Marinova, Murphy and Massey 2002). Permission from the consumer would resolve the difficulties to get access to the consumer. Permission is, however, not necessarily a guarantee that the consumer pays attention; it is only a door opener and gives an indication of the consumer's potential interest areas. We believe that by using the information retrieval and filtering capabilities of mobile agents and location information about the user, there exists a good opportunity for value-added services to be provided to the end-users. This also brings about a new way for cellular phone service providers to achieve competitive advantage by competing not only on the basis of price and packaging, but also on the basis of the set of value-added services that they provide to their clients. In order to overcome the input/output limitations brought about by mobile devices, the system should be free of user's intervention. To that end, we propose to use mobile agents for provisioning context-aware advertisements to mobile users. Schilit and Theimer first introduced the concept of context-awareness in the project Active Map in which they took advantage of the location concept to define the context as people, object, and the changes that occur to them. Dey and Abowd stated that a system is context-aware if it uses context to provide relevant information and/or services to the user, where relevancy depends on user's task. Krishnamurthy (2001) also proposes a conceptual framework for managing online advertising using the permission marketing approach. Permission marketing requires the consumer to participate in the programmed by giving the permission and the information for continuing the relationship. The interest in this participation arises from the balance of benefits

(message relevance and monetary benefits) and costs (personal information, message processing costs, privacy costs) for consumers.

One of the main challenges and opportunities for mobile advertising companies is to understand and respect the personal nature of the usage of mobile phones (Barwise & Strong 2002; Heinonen & Strandvik 2003; Barnes & Scornavacca 2004; Jelassi & Enders 2004). The key is to use interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders (Dickinger et al. 2004). The mobile advertising relevance can be influenced by the contextualization (Kenny and Marshall, 2000; Yuan & Tsao 2003) of advertising messages. Barwise & Strong (2002) take up the flexibility, and time-based nature but also the fact that the small screens restrict the length of the message. Barnes (2002) stresses the interactive nature of mobile advertising and the ability to use contextual information to target the messages to individual receivers, in other words to personalize the message. Location-aware advertising messages are creating five to ten times higher click-through rates compared to traditional internet advertising messages (Ververidis & Polyzos 2002).

The objectives of the study are:

- To study the consumers perceptions toward Mobile Marketing.
- To map the profile of respondents on the bases of demographic variables Vis-a Vis their perceptions toward mobile Marketing.
- To analyze the effectiveness of mobile marketing for Punjab consumers.

Methodology

The research design chosen for the study is conclusive (cross sectional descriptive design). A survey instrument was developed based on previous studies done on consumer perceptions of mobile advertising. Quota sampling (multi stage) has been employed with the questionnaires being sent to approximately 650 respondents. However 591 questionnaires are found complete in all respects. An attempt has been made to keep the sample fairly representative across the demographic variables by constructing quotas according to these factors e.g. age, gender, occupation, and level and purpose of mobile usage. The time frame of the study is June 2011 to October 2011. Primary- stage sampling units are the mobile users, while the secondary stage sampling units are markets, shopping malls, institutions and localities of Punjab. In order to make the sample representative, sampling is performed in various market places, shopping malls, office complexes and some residential localities considering the desired quotas. A group of respondents are also chosen from Punjab Telephone Directory using systematic sampling scheme.

Data Analysis

The results that are obtained from the 591 respondents have been thoroughly analyzed and the output of the result is clearly explained in this section. Specific statistical analysis, frequency analysis and descriptive analysis are conducted to measure Punjab consumers perceptions and attitudes toward Mobile Advertising and to create respondents profiles.

Description	Frequency	Percentage	Valid Percentage	Cumulative %
Gender:				
Male	301	50.9	50.9	50.9
Female	290	49.1	49.1	100.0
Age:				
15-20	68	11.5	11.5	11.5
21-25	209	35.4	35.4	46.9
31-35	153	25.9	25.9	72.8
36-40	111	18.8	18.8	91.5
Above 40	50	8.5	8.5	100.0
Race:				
Punjab	197	33.3	33.3	33.3
Himachal	197	33.3	33.3	66.7
Haryana	197	33.3	33.3	100.0
Education:				
Matric	21	3.6	3.6	3.6
Secondary	271	45.9	45.9	49.4
Graduation	295	49.9	49.9	99.3
Post Graduation	4	0.7	0.7	100.0
Occupation:				
Student	212	35.9	35.9	35.9
Teacher	11	1.9	1.9	37.7
Govt. Employees	130	22.0	22.0	59.7
Businessman	162	27.4	27.4	87.1
IT Professional	42	7.1	7.1	94.2
Other	34	5.8	5.8	100.0
Monthly Income (Rs.):				
Less than 10,000	202	34.2	34.2	34.2
10,000-15,000	11	1.9	1.9	36.0
15,000-20,000	76	12.9	12.9	48.9

20,000-25,000	150	25.4	25.4	74.3
25,000-30,000	141	23.9	23.9	98.1
Above 30,000	11	1.9	1.9	100.0
Time Spent on Mobile:				
10-60 minutes	398	67.3	67.3	67.3
More than one hour a day	193	32.7	32.7	100.0
Exposure to Mobile Ad:				
Yes	591	100.0	100.0	100.0
No	0	0	0	0

Table-Respondents Demographic Profile

The demographic of the current sample are consistent with the demographics of other Mobile studies: the sample predominantly comprises young, male and females adults who are well educated and of high socioeconomic status. In addition to evaluating the range of demographic estimates provided by other studies of the Mobile, we took account the timing of these studies in relation to time and the effect of mobile usage on demographic estimates. The results indicates that the respondents demographics are quite similar to those of other studies of mobile advertising. Research from 1995 to 1997 suggested that 30-45 % of the mobile advertising users are female. In our sample 49.1 % were female and 50.9 % were male. In the sample 72.8% of the respondents were between 15 to 35 years of age. From the descriptive results, it is easily identified that the most dominant age is between 21 and 25.

Another important demographic factor for this study is Race. Our sample of 591 consisted of equal numbers representing the three major races. Although their cultures are different, Govt. is trying to offer equal advantages. For income level groups surveyed 34.2% respondents do not have any income, 1.9% received income between 10,000-15,000, 12.9% between 15,000-20,000, 25.4% between 20,000-25,000, 23.9 between 25,000-30,000, While only 1.9% above 30,000. With regard to education, 3.6% of our respondents completed matrics, 45.9% and 49.9% have secondary and graduation respectively and only 0.7% were postgraduate. The respondents in our sample consisted of 35.9% students, 1.9%, 22%, 27.4% and 7.1% teachers, Govt. employees, Businessman, IT Professional res pectively, while 5.8% respondents belong to other occupation. Most surprising we found out that 100% of our respondents view Mobile advertisements. 67.3% used the mobile between 10-60 minutes per day.

Descriptions	Male		Female		t	Sig
	Mean	Std. Deviation	Mean	Std. Deviation		
MA is essential for economy	1.85	1.30	2.23	1.59	3.22*	.001*
MA minimize the cost to reach consumers	2.31	1.37	2.92	1.16	-5.79*	.000*
MA ensure creativity	2.08	1.24	3.02	1.47	8.45*	.000*
MA is useful for purchasing	1.88	1.25	2.12	1.32	-2.20*	.028*
MA is better than other media	2.07	1.23	2.36	1.45	2.64*	.008*
MA is enjoyable	1.44	1.37	2.03	.88	-6.21*	.000*
MA is informative	1.63	1.37	2.46	.66	-9.29*	.000*
MA is useful product	2.06	1.49	2.43	1.47	-2.98*	.003*
MA consists only of information about	1.59	1.23	1.67	.80	.581	.562

*denotes significantly greater than P < 0.01

There are nine statements for measuring consumer's attitudes toward Mobile advertisement. The results reveal that there are attitudinal differences between male and female on eight of the attitudinal measurement statements, such as essential for economy, minimize the cost to reach consumers, creativity, useful for purchasing, better than other media and informative. However results also showed that both males and females agreed that mobile advertisement consist of information about product and services. Therefore there is no significant mean difference between males and females on this question. In general Mobile advertisement is essential, however it is concluded that males demonstrated a more favorable attitude toward Mobile advertisement compared with females. Males agree that mobile advertisement is essential for the economy which will reduce the cost to reach the consumers and also ensure creativity. In comparing with other advertising media, males respondents agreed that mobile advertisement is better, it is enjoyable, informative and useful for purchasing as well. Although the females attitudes are not totally disagreeable with these eight statements, there are significantly mean difference between male and female on the statements. The finding indicates that males hold positive beliefs about mobile advertisement rather and less negative beliefs than females.

Descriptions	Punjab		Himachal		Haryana		t	Sig.
	Mean Deviation	Std.	Mean Deviation	Std.	Mean	Std. Deviation		
MA is essential for economy	2.44	1.53	2.02	1.44	2.26	1.47	3.99*	.019
MA minimize the cost to reach consumers	2.98	1.46	2.63	1.42	2.91	1.45	3.26*	.039
MA ensure creativity	3.64	1.67	3.73	1.64	3.69	1.55	1.39*	.870
MA is useful for purchasing	3.78	1.48	4.18	1.33	4.04	1.40	4.01*	.019

MA is better than other media	2.76	1.22	3.21	1.35	2.84	1.27	6.86*	.001
MA is enjoyable	2.43	1.57	2.79	1.68	2.48	1.56	6.94*	.001
MA is informative	3.21	1.46	2.81	1.41	3.10	1.49	3.85*	.002
MA is useful product	3.78	1.48	4.81	1.33	4.04	1.40	4.01*	.019
MA consists only of information about	2.69	1.31	2.31	1.36	2.63	1.32	4.53*	.001

*denotes significantly greater than P < 0.01

On the other hand, females prefer traditional shopping due to enjoyment, opportunity to leave the house and spending time with friends. Therefore, it is advisable for the advertiser to place advertisement directed to males on the mobile. The same nine statements are used for measuring the attitudinal difference among three races in Punjab. All three races agreed that mobile advertisement ensures creativity. In spite of this positive attitude among the three races there are some significant difference among them for the rest of the nine statements for measuring attitude toward mobile advertisement.

Results showed that the differences exist only between Punjab and Himachal and between Himachal and Haryana. Most of the respondents agreed that mobile advertisement is useful for purchasing, enjoyable, useful and better than other media. They also agreed that mobile advertisement presents information in a creative manner. On the other hand most of the Himachali agreed that mobile advertisement has the capacity to reduce costs, is essential for the economy and it is very useful for obtaining information about product and services. Comparing the three races, there is little difference concerning the usefulness of mobile advertising. Nonetheless, it has become clear that there is a great deal of racial diversity within the Punjab culture.

Descriptions	Mean Difference		Mean Difference		Mean Difference	
	Pb. & Him	Sig.	Pb. & Har	Sig.	Him & Har.	Sig.
MA is essential for economy	.42*	.016	.18	.565	-.24	.147
MA minimize the cost to reach consumers	.35	.146	.07	.958	-.28	.145
MA ensure creativity	-.09	.939	-.05	.989	.04	.992
MA is useful for purchasing	-.40*	.016	-.25	.224	.14	.660
MA is better than other media	-.45*	.002	-.09	.870	.37*	.018
MA is enjoyable	-.55*	.003	-.06	.979	.49*	.008
MA is informative	.40*	.020	.11	.837	-.28	.151
MA is useful product	-.40*	.016	-.25	.224	.14	.660
MA consists only of information about	.38*	.017	.06	.966	-.32	.056

*denotes significantly greater than P < 0.01

Such diversity has been previously ignored by advertiser, but has become an essential attribute of their strategies now days. One way that advertisers tend to take note of differences in cultural values among the three races is to use their own language as mode of communication in certain types of advertisement. Himachal mostly use mobile advertisement for gathering information before going to purchase. Perhaps the Himachal are very conscious of the prices of product and services. On the other hand, the Punjab value the convenience of shopping over consideration of price. Despite these difference between the Punjab and Himachal, the mean values of respondents reveal that all these three races accepted the Mobile as a good medium of advertisement.

Conclusion

The paper at hand presents antecedents of advertising value integrating mobile marketing into the marketing activities of a company. Specifically, the effectiveness of mobile advertising is investigated. The focuses of the study are influencing factors on consumers' perceived advertising value of mobile marketing. The results show that the consumers' attitude toward advertising via mobile devices and advertising value are strongly related to the content and the frequency of the advertising message sent via mobile devices. The results of a survey indicate that Punjab's consumers have positive perception toward Mobile Advertising. In addition, the result of ANOVA showed significant attitudinal differences between two races, namely Punjab and Himachal, while overall attitudes of all three races are positive toward mobile advertising. As a consequence, it is mainly the advertising message itself that influences its value and consumers' attitude. Hence, advertising companies are well advised to carefully design their mobile advertising messages and also plan their mobile advertising campaigns and target groups thoroughly.

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