



# A STUDY ON ADVERTISING EFFECTIVENESS OF MOBILE PHONE

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## ABSTRACT

Given that the average amount of time a person spends using mobile devices is increasing every day, mobile advertising is one of the most effective types of digital advertising for raising awareness of or encouraging purchases of a good or service. In comparison to other media, mobile advertising is expanding quickly and has a wider reach and penetration. Some mobile advertisers, nevertheless, fall short of reaching a wider audience. It is crucial to understand the advantages and disadvantages of mobile advertising for both advertisers and mobile users. Studies have shown that businesses use mobile devices to generate more income and get a better return on their investments. As technology develops, the market for mobile advertising is booming. In actuality, using a traditional mobile phone or feature phone for mobile advertising is no longer necessary.

**KEYWORDS:** Mobile advertising, Benefits of Mobile advertising.

## INTRODUCTION

The degree to which advertising produces a specific desired impact can be characterised as advertising effectiveness. Given the size of the investment required for advertising, measuring the results is crucial. Although it is impossible to quantify advertising effectiveness globally, we should work to develop and use methods and measures that allow for a partial verification of outcomes.

The success of a company's advertising in achieving its goals is referred to as advertising effectiveness. Small businesses measure the performance of their advertising using a wide range of statistics and indicators. All forms of advertising, including billboard, radio, direct mail, and online advertising, can employ these metrics. A company's advertising effectiveness normally grows over time with multiple messages or exposures. However, some advertising can be realized almost immediately.

## REVIEW OF LITERATURE

**Shrestha (2019)**, advertising includes all paid non-personal presentations and promotions of ideas, goods, or services by an identified sponsor through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, and wireless), electronic media (audiotape, videotape, web pages), and display media. (bill board, signs, poster).

**Mohankumar and Dineshkumar,(2015)** has examined Erode consumer purchasing patterns for mobile phones by distributing a structured questionnaire, and the results show that customers favour Nokia above Sony Ericsson, Samsung, HTC, and Micromax. Customers are influenced by brand names to purchase products, and the simple model is more satisfying than the advanced model. Family and advertising have an impact on consumers' shopping decisions.

**Moriarty et al.,(2014)** The basic goal of advertising is to contact consumers through any communication method in order to produce the numerous effects that marketers or advertisers desired. The general public may believe that advertising may only be expressed through print and broadcast media, such as TV commercials or various printed items (such as flyers and brochures). In fact, it seeks to encourage direct spending on the goods or services.

**Niazi and Hunjra (2012)** defined that advertising is a means of communication to convince an audience for taking buying decision about a product or service and presenting information to viewers. In this essay, the relationship between the independent variables environmental response and emotional response—i.e., consumer purchasing behaviour—is examined.



## OBJECTIVES

- To analysis the usage of mobile phones and the role played by the advertisement on the usage of the brands.

## FEATURES OF ADVERTISING

- It is an impersonal, mass communication.
- It's a matter of public record.
- It induces customers to buy the promoted goods.
- It is a mass-produced paid advertisement.
- It is also known as printed salesmanship because information is disseminated by means of written and printed material as well as images so that people may be persuaded to act upon it. The communication methods are diverse, such as print (Newspapers and Magazines).

## FUNCTIONS OF ADVERTISING

Advertising dominates the promotional mix for many businesses, especially those that make convenience goods like detergent, over-the-counter medicines, cosmetics, soft beverages, and supermarket items. Automobile, household appliance, and other manufacturers utilize advertising extensively to promote new products and detail their features, benefits, and points of availability.

Advertising can also aid in persuading consumers that a company's goods or services are superior to those of its rivals in terms of manufacture, quality, cost, etc. Even when competitors cut their prices or provide enticing incentives, it can help build brand image and lower the possibility that consumers will transfer brands.

### It performance the following functions

- Promotion of sales
- Introduction of new product awareness
- Mass production facilitation
- Carry out research
- Education of people.

## TYPES OF ADVERTISING

Broadly speaking, advertising may be classified into two categories

- Product advertising
- Institutional advertising

### Product advertising

Such advertising's primary goal is to sell the advertiser's goods and services by educating and energizing the market about them. This kind of advertising typically highlights particular, popular products in order to elevate the brands' appeal. Business, government, and private non-profit organizations utilize it to advertise the features, benefits, and applications of their services and products. The two types of product advertising are direct action and indirect action. Direct action product advertising encourages the consumer to act immediately, often by placing an order for the advertised product.

### Institutional advertising

Instead than selling a specific product or service, it is intended to foster a suitable attitude toward the sellers in order to improve business reputation or goodwill. Its goal is to instill positive attitudes and feelings about the advertiser's business. Its goal is to cultivate relationships on behalf of the institution or organization.

## BARRIERS TO GREAT ADVERTISING

Advertising testing might offer a trustworthy feedback loop and result in significantly better advertising, but there are several barriers in the way. Self-decision is the first significant obstacle to improved advertising. Most of us firmly feel that we are the best judges of what constitutes effective advertising and that no independent, impartial assessment is necessary. Both agencies and clients frequently believe that they are qualified to design and evaluate effective advertising. In addition, once agencies and clients begin to adore the new creative, they quickly get disinterested in any impartial assessment.

Strangely, even after 40 years of testing advertisements, we still can't tell you whether or not a commercial is good simply by watching it. We all have opinions, but they virtually never turn out to be correct. We have found that both advertising agencies and



their clients are equally bad at evaluating advertising. Based solely on our own judgment, it would appear that none of us are intelligent enough to view advertising through the eyes of the target audience.

The idea that sales results will indicate whether or not advertising is effective is a second obstacle to better advertising. It is nearly impossible to determine the advertising's efficacy using sales data unless the sales response is instantaneous and overwhelmingly positive.

As mentioned, there are so many factors that are out of our control that it is impossible to determine the effects of media advertising alone. Additionally, some advertising produces results in a matter of weeks while other advertising may not provide results for several months, and this delayed response might make it difficult for us to interpret the sales statistics. Additionally, advertising frequently has both short- and long-term (years later) effects, which the majority of us might easily overlook in following sales data. Due to these restrictions, sales data is frequently unclear and unreliable as a measure of the success of advertising.

## BENEFITS OF ADVERTISING

The following is a discussion of the ethics of advertising and its functions:

- It results in lower prices. If an advertiser's ways of marketing were more expensive than those of his competitors, he or she would not be able to survive in the fiercely competitive world of modern business.
- It raises demand for commodities, which leads to higher production by making the public aware of the benefits that buyers will receive from the products.
- It guarantees higher product quality for consumers. For an advertising, a good name is their lifeblood.

## CONCLUSION

The "Advertising Effectiveness of Mobile Phone" study was carried out primarily to identify the most efficient advertising media. According to the report, the majority of users choose their mobile phone brands after seeing advertisements and talking to their friends. This demonstrates that advertising has a greater impact on boosting mobile phone purchases. The public is aware of advertising.

## REFERENCES

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