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## RESEARCH ARTICLE

## Mobile Advertising: An Empirical Study on Utility for Small and Local Traders of Kota Rajasthan

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### Abstract

Globalization is a buzzword in the present era. Mobile phone and internet for connecting people easily and speedily that too at a very cheap cost. Every manufacturer wants to produce and sell their products worldwide. But without knowing of particular market or buyer, it is hard to sell. Earlier manufacturers and advertisers were able to approach the target customers only through limited mediums in limited areas, but after introduction of television and radio their accessibility for target audience have augmented at great extent. However, it is much expensive for smaller & local traders. Nowadays advertisers and manufacturers has found a new idea for promotion of their products or services that is advertisement through mobile phones. Customer is always unknown to new products and services. Mobile phones are probably the biggest medium to inform and communicate about the products /services to the potential buyers. New generation dwell so much time on mobile phones and internet. Thus, the usages of mobile advertising could be a better opportunity to push & promote new products through mobile phones rather than the traditional marketing. In this study we will focus on how advertisement by mobile phones like SMS's, Voice calls, push messages, mobile internet and other applications are helpful for local and small traders to promote their products and service in target market. The paper will also highlight the satisfaction level of the small and local traders regarding m-advertising strategies. Moreover, it an attempt has been made to present few models of m-advertising by the researchers.

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## INTRODUCTION

Advertisement is a new concept or idea to introduce new and existing product in market. Advertisers and manufacturers try to find new-new practice for introduce their product, for easily sale. So they have to focus on that's things which are very popular in buyers or peoples. In this technological era, mobile phone is a great invention. Today mobile phones are use much more than just making and receiving calls. Apart from voice calls, mobile users have access to data services with Short message service (SMS), apps download, pictures messaging and also mobile internet. If advertisers focus on advertising by mobile phones they can target a large number of people. The concept of Advertisement by mobile phones is introduced recently decades in world. It is very novel and innovative idea for Indian market.

Mobile advertising can be considered as subset of mobile marketing, is a medium of advertising or communicating about products & services through mobile phones to mobile phone users.

M- advertising is a emerging sector that's providing strategic way for agencies and marketers to connect with consumers, directly on their mobile phones. This form of advertising, product & services are promoted through SMS, MMS, advertising within mobile games & mobile videos, during mobile TV receipt, Mobile Web Banner or Poster as top of page or bottom of page, and audio advertisements that can be the form of a punch line/ jingle before a voice call such as movie ticketing or directory support. These media channels take both content and advertisement. Thus, mobile advertising is providing a platform and useful base for manufacturer, advertiser or marketer to promote their product and build brand image in a strategic manner at low cost.

At the point of view of marketing, Nysveen et al. [2005] explain a grid of mobile internet services classification that work on four primary axe, Which are person-interactive versus machine-interactive, and goal-oriented versus experiential services[3].

|                     | Goal oriented | Experiential |
|---------------------|---------------|--------------|
| Person Interactive  | Information   | Messaging    |
| Machine interactive | Payment       | Gaming       |

**Figure 1 : Classification of mobile Internet services**

Source : Nysveen, Pedersen, and Thorbjornsen

### Objectives of Study

1. To provide an outline of the fundamentals of mobile advertising.
2. To find out the benefits of the small traders through mobile advertising.
3. To highlight the satisfaction of the Small and local traders who are using mobile advertising.

### Review of literature

According to Tazoon Parka et al.(2008) discussed in their study about the effect of mobile advertising, three groups of factors, which are- advertisement, audience, and environment [4]. Mobile advertisement focused on targeting audience. As per said by Nitin Mathur that mobile is last on the mindset for most advertisers[9]. According to Naveen Tewari, analysis will drive mobile advertising as it will make the ads more accurate and effective [9]. According to Praveen Sharma, advertisers are trying to control the growth of mobile and are still trying to figure out how to exploit this[9]. Mobile is today the only medium that can deliver high reach, high engagement and high efficiency—all of this in a personalized manner (C.V.L. Srinivas, 2014)[15]. According to Evelyne Cleff (2005) The availability of physical location, personal information and other related data are seen to be the most valuable unique characteristics of mobile advertising which allow for one-to-one marketing strategies [7]. Any transaction with a monetary value that is conducted via a mobile telecommunications network (Muller-Versee, F. 2000) [2]. M-Commerce is the buying and selling of goods and services, using wireless hand-held devices such as mobile telephones or personal data assistants (PDAs)” (UNCTAD, 2002, 2004) [17]. As per the study of Sadeh (2002) characterizes m-commerce more broadly, as the emerging set of applications and services people can access from their Internet-enabled mobile devices[5]. According to rajnish tiwari et al. A vast field of business opportunities is about to be created for technology providers who could offer mobile solutions to the service providers. SMEs from related technology fields may be ideally positioned for they possess competitive advantage by the virtue of their flexibility and specialization [6]. Kalstrom o (2003) M Commerce as a value-added service that enables mobile end-

users to conduct reliable and secure transactions through specifically-designed mobile applications [1]. Mobile advertisement is based on mobile phones via internet services and network providers.

### Research Methodology

The paper is an empirical research study, the data has been collected from both primary and secondary sources. The primary data has been collected through the structured questionnaire filled by the 80 small and local traders of Kota city, Rajasthan. The secondary data has been gathered from various secondary sources like research articles, published and unpublished scholarly papers, books, journals, speeches, newspapers, annual reports, databases available on various websites.

### Sample Size

The data has been collected from Kota city of Hadoti region, Rajasthan. The questionnaire has been filled by 80(N=80) small and local traders of Kota.

### Research Instruments

Descriptive statistics used as frequency counts and percentages were gathered. Analyses has been made using, mean and median scores to find out whether there is a significant difference in the advertising through traditional methods and mobile advertising. In questions 8 and 9, 5-point Likert type scale ranging from 1 (Highly Satisfied) to 5 (Highly Dissatisfied).

### Hypotheses

**H1:** More usages of mobile advertising more growth rate of small and local business.

**H2:** Positive impacts on local small traders and potential customers.

**Scope-** The present study focuses upon M-advertising benefits and challenges which has been faced by the small and local traders at Kota city while adopting the m-advertising. Research is emphasized on finding out the level of usages and satisfaction of m-advertising.

### Status of Telecom Industry in India

India is second largest telecom network in the world with its high population and development potential. Airtel, Vodafone, Idea, Reliance, Tata, Docomo, Bsnl, Tata Indicom, MTNL are major operators in India. India public sector telecom company BSNL is the 7<sup>th</sup> largest telecom company in India. According to telecom regulatory authority of India (TRAI) there are more than 90 crore mobile phone subscribers in India out of approx 121 crore populations. Its means here is more than 70 percent population are use mobile phones. According to the internet and mobile phone association of India (IAMAI) reports here is approx 4 crore are active mobile internet users in India. In all worlds there are 2.4 bn internet users, of which 1.5 bn access the internet through their mobile phones as a primary or secondary device. Average time spent on mobile (non-voice call) globally has grown 82 minutes per day.

Indian mobile advertising is a Rs.26000 crore market. According to research firm IMARC group expects this market to grow at a CAGR of around 36% during 2013-2016. According to analyst at IMARC group "Mobile phone is an extremely personal device that accompanies the user all the time".

**Table: 1. Composition of Telephone Subscribers**

| Wireless subscribers       |                |
|----------------------------|----------------|
| Total wireless Subscribers | 867.80 Million |
| Urban Subscribers          | 525.30 Million |
| Rural Subscribers          | 342.50 Million |

|                    |                |
|--------------------|----------------|
| GSM Subscribers    | 794.03 Million |
| CDMA Subscribers   | 73.78 Million  |
| Tele-density       | 70.85 Million  |
| Urban Tele-density | 140.67 Million |
| Rural Tele-density | 40.23 Million  |

Source: Telecom Regulatory Authority of India Report (January- March 2013)

Small businesses are generally based on privately owned corporations, partnerships, or proprietorships. What constitutes "small" in terms of government support and tax policy varies depending on the country and industry. Small businesses range from 15 employees under the Australian Fair Work Act 2009, 50 employees according to the definition used by the European Union, and fewer than 500 employees to qualify for many U.S. small business Administration programs. In the Indian context Micro, small and medium enterprises as per the MSME Development Act, 2006 are defined based on their investment criteria in plant and machinery for manufacturing enterprise and on equipments for service enterprises. According to the Micro, Small and Medium Enterprises (MSME) Development Act of 2006, (India) a micro enterprise is where the investment in plant and machinery does not exceed 25 lakh rupees. A medium enterprise is where the investment in plant and machinery is more than 5 crore rupees but does not exceed 10 crore rupees. A small enterprise is where the investment in plant and machinery is more than 25 lakh rupees but does not exceed 5 crore rupees [10].

Definition of small business in India According to the latest Micro, Small and Medium Enterprises Development Act, 2006, small enterprises are classified as-

**Table 2: classification of Micro, Small and Medium Enterprises, MSME Development Act, 2006**

| Manufacturing enterprises |                     | Service enterprises |                     |
|---------------------------|---------------------|---------------------|---------------------|
| Unit                      | Investment criteria | Unit                | Investment criteria |
| Micro                     | <25 lakh            | Micro               | <10lakh             |
| Small                     | 25 lakh – 5 crore   | Small               | 10 lakh- 2 crore    |
| Medium                    | 5 crore – 10 crore  | Medium              | 2 crore – 5 crore   |

Source : <http://www.msme.gov.in>

### How do small traders benefit from Advertisement by Mobile phones –

Small traders or local traders

Mobile advertising part of m-commerce, is a very cost efficient technology for small traders. It can reach the large number of target audience anywhere anytime. So it is easier and most cost efficient medium of promotion of products and services rather than other traditional methods as print media or television for small traders who concern about money & advertising expenditure.

- 1. Easy approach to consumers-** Mobile advertise is a new concept for Indian market, it is also very useful for small traders for connect consumers in local area or anywhere. Through mobile advertising traders hasn't spend lot of time of advertisement campaigning. They can connect with their consumers on one touch service.
- 2. Reasonability-** Advertisers or traders can advertise their product at very reasonable cost. They haven't spend lot of amount on expensive advertisement. They can also send bulk messages through internet on their exist consumers mobile number.
- 3. Always usable device-** In spite of other device like computer or television, Mobile phones are always on. Just few people turn off their phone when they need to charge it batteries. People do always on their mobile phones so it is a good advantage for traders or advertisers that their advertisement will be seen easily by the mobile users.

4. **Immediate response by consumers-** Through mobile phones, it is very cheap to reply by consumers to traders or advertisers. When any advertisers or traders post their advertise through mobile phones, customer can reply if he is interested. For example if any customer searching loan for study or purchasing something he can immediately reply to traders.
5. **Easier to access-** Peoples are mostly use their mobile phones for searching address, for price comparison because it is easier to access rather than desktop. Because customer not have to sit at same place, he can use this service at different-different place.

#### **How Mobile advertising better than other media sources-**

Following are the different reasons which define the advertisement by mobile phones is much better than other media sources.

1. **Easy availability-** Mobile is a very personal popular device among peoples, which carried and accessed every moment with their wallet. Today mobile phones handset & prepaid recharge card are available at affordable price according to consumer needs & preferences. So advertisers have big opportunity for connect with users or consumers easily through mobile technology.
2. **Connect to target consumers-** By mobile phones advertisers can target local or broad market users like, he can select proper market or area which he want to introduce their product. For example a local cab service provider easily approach their target audience through advertise via mobile within their service area.
3. **Cost effectiveness-** Small traders are not able to supply on large scale. They don't want to spent a lot of money in market on advertisement. Other media source of advertisement are too costly for him like- Television advertisement, radio advertisement. So advertisement by mobile phones like SMS's is also cost relevant for advertisers or manufacturer.
4. **Reminder -** Access of mobile Phones is very easy for us. We can easily check old SMS's or App's and also can read or view it latter, when we get free. It is a instrument who enable to remind old thing and we can't miss through it.
5. **Measurement-** Mobile phones is also enable tracking and measurement at a micro level compared to traditional medium. Like, advertisers can track the no. of seconds of a consumers dwell viewing video and consumers percentage.

#### **Flow of advertisement**

The flow of advertisement is very crucial issue while designing any advertisement. Actually the flow and the flow less communication between the advertisers and customers is the backbone of advertisement.

Advertisement process depend on communication between advertiser / trader to customers / prospective. Communication between both traders and customers should be easy and frequent. Initially advertisers / traders have to select way to approach to the customers. and then select two different way to connect with customers. First is select any telecom company and do agreement to advertise for their customer. Secondly they need to find bulk SMS's portal services. It may be free or chargeable. Finally in this way they message or communicate their customer. Customer receives a message or any information which is provided by advertisers or traders. After reading the advertisement, customer can provide their feedback to the advertisers or traders by using SMS service or internet. From the following figure it is easily be explainable.

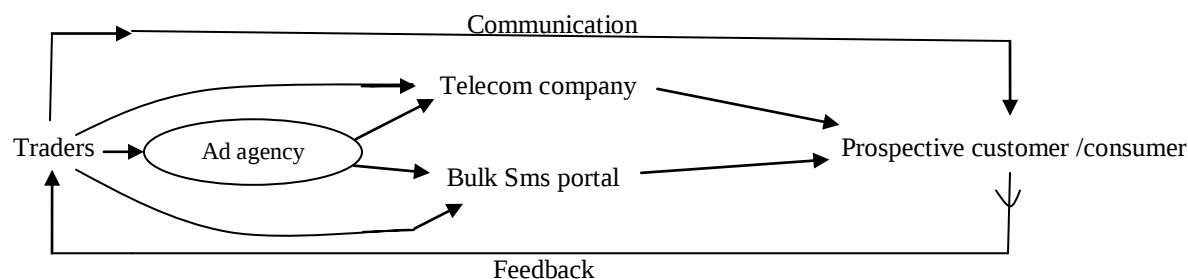


Figure 2: **Flow of advertisement**

Source : Researchers (Anukrati Sharma and Amit Mathur )

### Meaning of M Commerce –

Mobile commerce (M commerce) has been defined as the facilitation of monetary transactions, including the purchase of product and service, using wireless device, like digital wireless phones or a personal digital assistant (PDA), to access the internet using a wireless data connections or private network [11]. In simple word mobile commerce is practice or marketing use by mobile phones and personal device assistant for transaction and communication between dispatcher and recipient.

### M commerce origin –

Mobile commerce services were first delivered in 1997, when the mobile-phone enabled Coca Cola vending machines were installed in the Helsinki area in Finland, accepted payment through SMS text messages. First mobile phone banking service was launched in 1997 by Merita Bank of Finland. In 1998, the first sales of digital content as downloads to mobile phones were made possible when the first commercial downloadable ringtones were launched in Finland by Radiolinja. In 1999 New commercial Service “Smart Money” Launch in the Philippines. NTT DoCoMo's i-Mode Internet service in Japan. Mobile-commerce-related services spread rapidly in early 2000. In appointing Mr Hoffman, ETSI quoted industry analysts as predicting "that m-commerce is poised for such an exponential growth over the next few years that could reach US\$200 billion by 2004" [18].

### Products and services available on mobile commerce-

1. Mobile Money Transfer
2. Content purchase and delivery
3. Mobile ATM
4. Mobile Banking
5. In-application mobile phone payments
6. Mobile brokerage
7. Mobile ticketing
8. Mobile vouchers, coupons and loyalty cards
9. Auctions
10. Mobile browsing
11. Mobile purchase
12. Location-based services
13. Information services
14. Mobile marketing and advertising

By the M commerce, mobile advertising is advertisement sent on mobile phones device. Now advertisers and manufacturer looking better opportunity and response through mobile marketing campaigns rather than traditional campaigns. Consumers can receive marketing messages, discount coupons, and other information in less time. And consumer will able make decision for buy or not, without disrupting their current real world activity.

### M-commerce model-

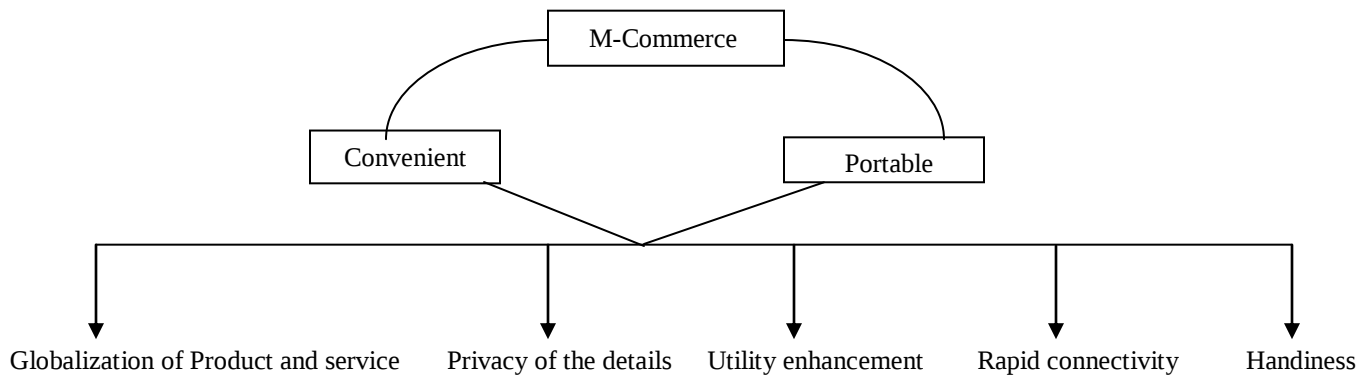


Figure3 : **M Commerce model**

Source : Researchers (Anukrati Sharma and Amit Mathur )

The model of M-Commerce given by the researchers (Anukrati Sharma and Amit Mathur) divided on two basic aspects **First** is Convenient and **Second** is Portable. Mobile is a device, which is very suitable and easy to carry. Both aspects have following characteristics.

1. **Globalize of product and service-** It is a very useful instrument for promote product and service in all over world on very low cost. In this technological era, more peoples are using mobile phones in all world.
2. **Privacy of the details-** It is better option to communicate with a particular customer. Any other person isn't interact by this. Mobile have many safety features. while other media of advertisement may affect on all peoples. So M Commerce is also suitable way for personalization.
3. **Utility enhancement-** It is also a very useful device for traders to connect with customers. For any enquiry and feedback customer use this facility at any time. It is also a useful way to expand business opportunities.
4. **Rapid connectivity-** It is very useful instrument for traders and customer for quick connect. Traders not need to waste much time like other mass media. Traders can connect with customer in very short time vice-versa.
5. **Handiness/ portable-** It is also very handy device, which may all time along with us. it can fit in our pocket and purse. We can easily move it anywhere without any difficulties. Other media source is not very handiness like - Television, banner.

### M-Commerce Life Cycle

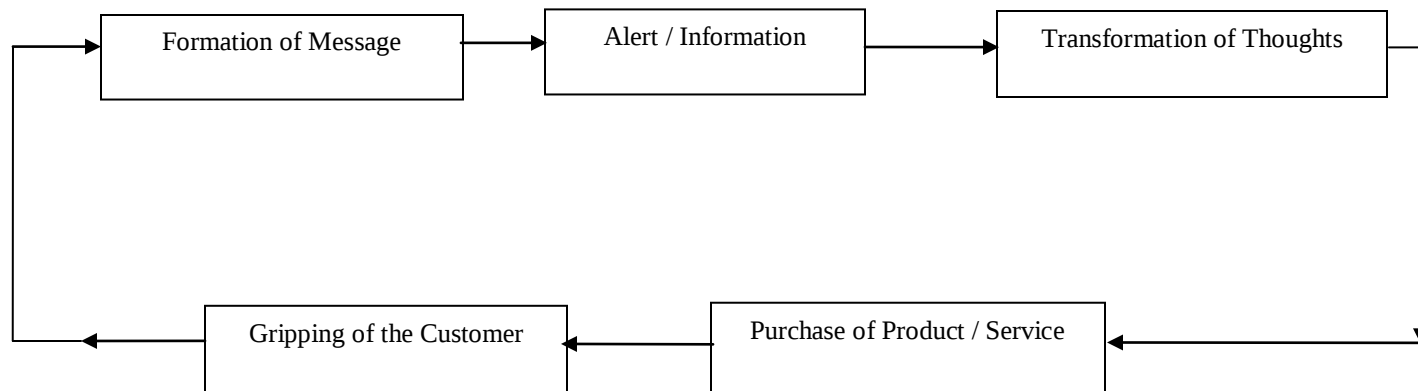


Figure:4 **M-Commerce Life Cycle**

Source : Researchers (Anukrati Sharma and Amit Mathur )

### Usage of M-commerce

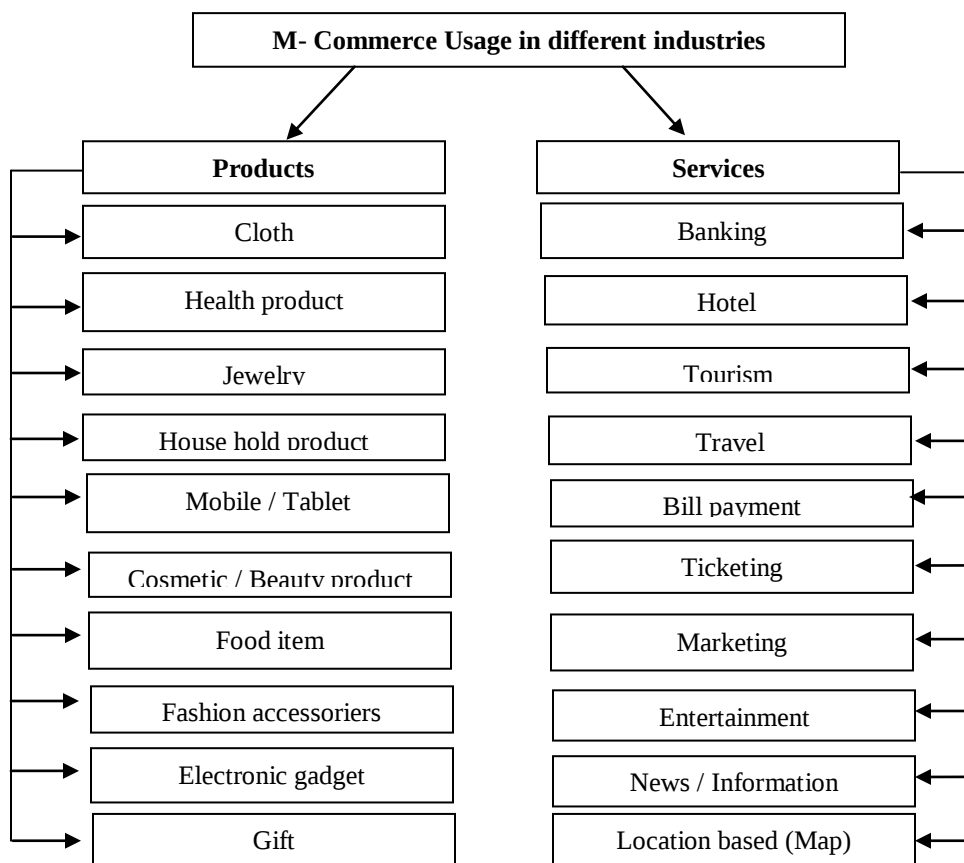


Figure:5 **M-Commerce Usage**

Source : Researchers (Anukrati Sharma and Amit Mathur )

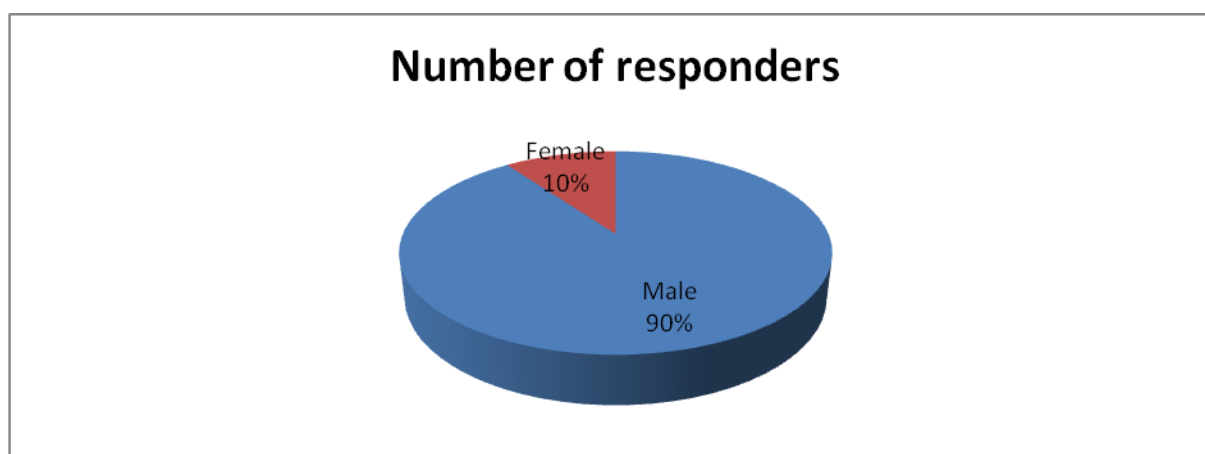
### Data analysis and interpretation

The research study was conducted in Kota, Rajasthan. A structured questionnaire was filled by 80 Local / small traders who are situated in different areas and selling different products/ services.

**Table 3: Gender of Respondents**

| Response     | Number of responds | Percentage of responds |
|--------------|--------------------|------------------------|
| Male         | 72                 | 90                     |
| Female       | 8                  | 10                     |
| <b>Total</b> | <b>80</b>          | <b>100</b>             |

Source : Field survey



**Chart 1: Gender of Respondents**

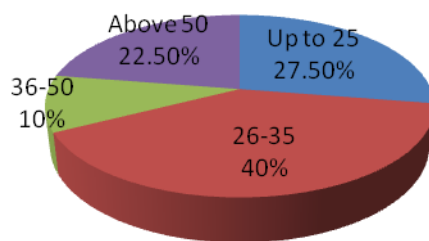
According to the table, composition of respondents on the basis of gender shows that male respondents are more engaged rather than female.

**Table 4: Age group of respondents**

| Age group    | Number of responds | Percentage of responds |
|--------------|--------------------|------------------------|
| Up to 25     | 22                 | 27.50                  |
| 26-35        | 32                 | 40                     |
| 36-50        | 8                  | 10                     |
| Above 50     | 18                 | 22.50                  |
| <b>Total</b> | <b>80</b>          | <b>100</b>             |

Source : Field survey

### Age wise percentage of respondents



**Chart 2: Age group of responds**

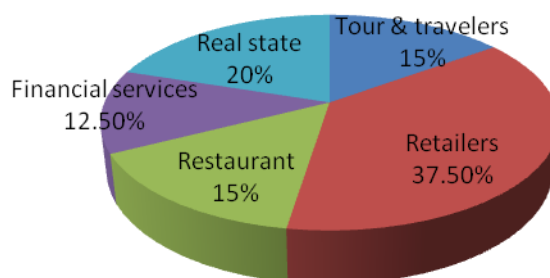
From the table and graph of age group, shows that most of the respondents are 26-35 Yrs. of age mainly involved in the market. 40% respondents are laid under the age group of 26-35 year.

**Table 5: Type of business of responds**

| Type of business   | No of Respondents | Percentage of respondents |
|--------------------|-------------------|---------------------------|
| Tour & travelers   | 12                | 15                        |
| Retailers          | 30                | 37.50                     |
| Restaurant         | 12                | 15                        |
| Financial services | 10                | 12.50                     |
| Real state         | 16                | 20                        |
| <b>Total</b>       | <b>80</b>         | <b>100</b>                |

Source : Field survey

### Type of business



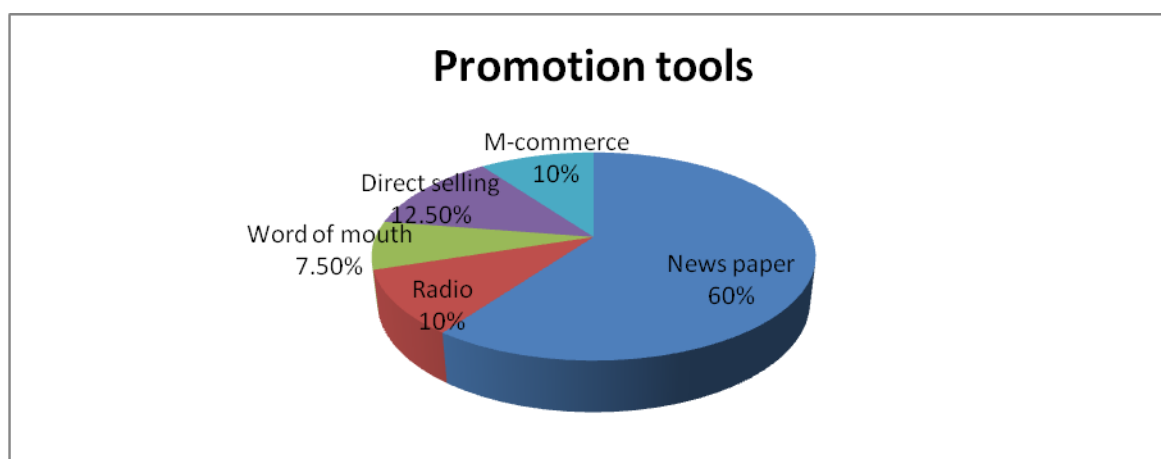
**Chart 3: Type of business of responds**

According to above chart, percentage of retailers is more rather than other business holders. Out of total respondents, 30 respondents (37.50%) are retailers. 20% are engaged in real state. And lowest Percentage people engaged in Financial services(12.50%).

**Table 6: Promotion tools**

| Promotion tools | No of Respondents | Percentage of respondents |
|-----------------|-------------------|---------------------------|
| News paper      | 48                | 60                        |
| Radio           | 8                 | 10                        |
| Word of mouth   | 6                 | 7.50                      |
| Direct selling  | 10                | 12.50                     |
| M-commerce      | 8                 | 10                        |
| <b>Total</b>    | <b>80</b>         | <b>100</b>                |

Source : Field survey

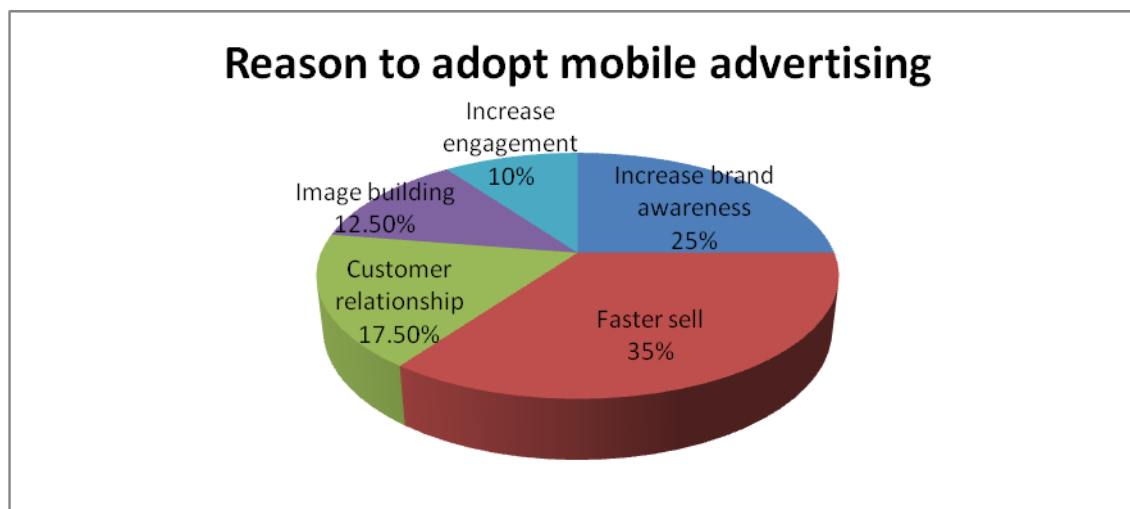
**Chart 4: Promotion tools**

On the basis of above table, it is conclude that most of people favourite promotion tool is news paper(60%). Followed by direct selling (12.50%), 10% M-commerce and 10 % radio advertising.

**Table 7: Reason to adopt mobile advertising**

| Reason                   | No of Respondents | Percentage of respondents |
|--------------------------|-------------------|---------------------------|
| Increase brand awareness | 20                | 25                        |
| Faster sell              | 28                | 35                        |
| Customer relationship    | 14                | 17.5                      |
| Image building           | 10                | 12.5                      |
| Increase engagement      | 8                 | 10                        |
| <b>Total</b>             | <b>80</b>         | <b>100</b>                |

Source : Field survey



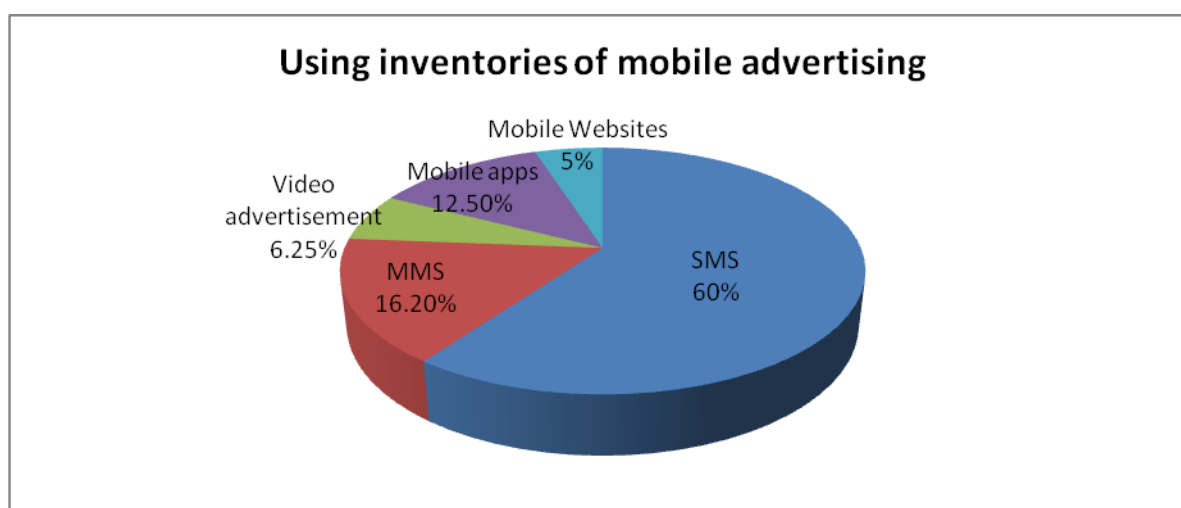
**Chart 5: Reason to adopt mobile advertising**

As per the above chart, most respondents are adopting mobile advertising for faster sell(35%). It shows that main purpose to adopt mobile advertising is high sell to earn high profit.

**Table 8: Type of using mobile inventories in mobile advertising**

| Response            | No of Respondents | Percentage of respondents |
|---------------------|-------------------|---------------------------|
| SMS                 | 48                | 60                        |
| MMS                 | 13                | 16.20                     |
| Video advertisement | 5                 | 6.25                      |
| Mobile apps         | 10                | 12.50                     |
| Mobile Websites     | 4                 | 5                         |
| <b>Total</b>        | <b>80</b>         | <b>100</b>                |

Source : Field survey



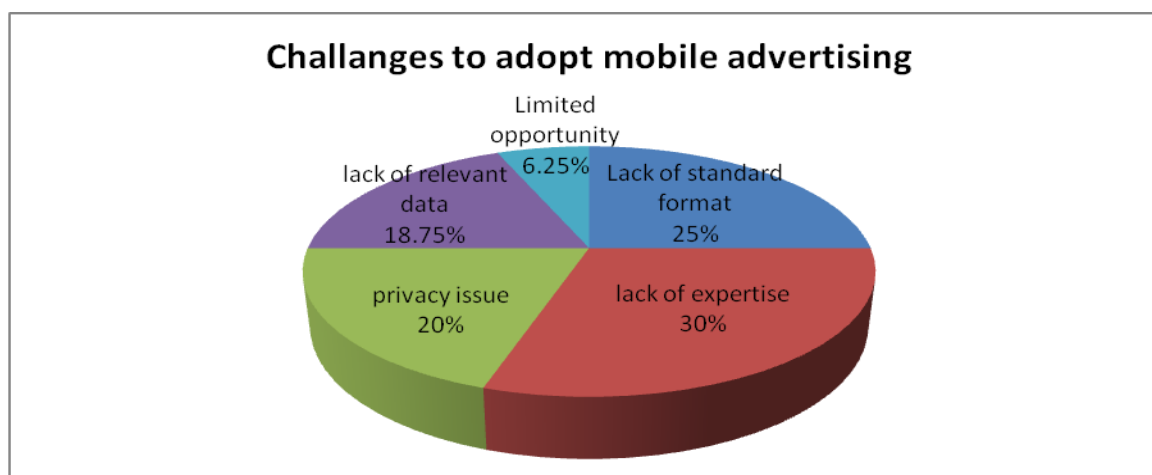
**Chart 6: Type of using mobile inventories in mobile advertising**

In this chart we can easily understand that SMSs(60%) is top most uses by the respondents.

**Table 9: Challenges face to adopt mobile advertising**

| Challenges              | No of Respondents | Percentage of respondents |
|-------------------------|-------------------|---------------------------|
| Lack of standard format | 20                | 25                        |
| lack of expertise       | 24                | 30                        |
| privacy issue           | 16                | 20                        |
| lack of relevant data   | 15                | 18.75                     |
| Limited opportunity     | 5                 | 6.25                      |
| <b>Total</b>            | <b>80</b>         | <b>100</b>                |

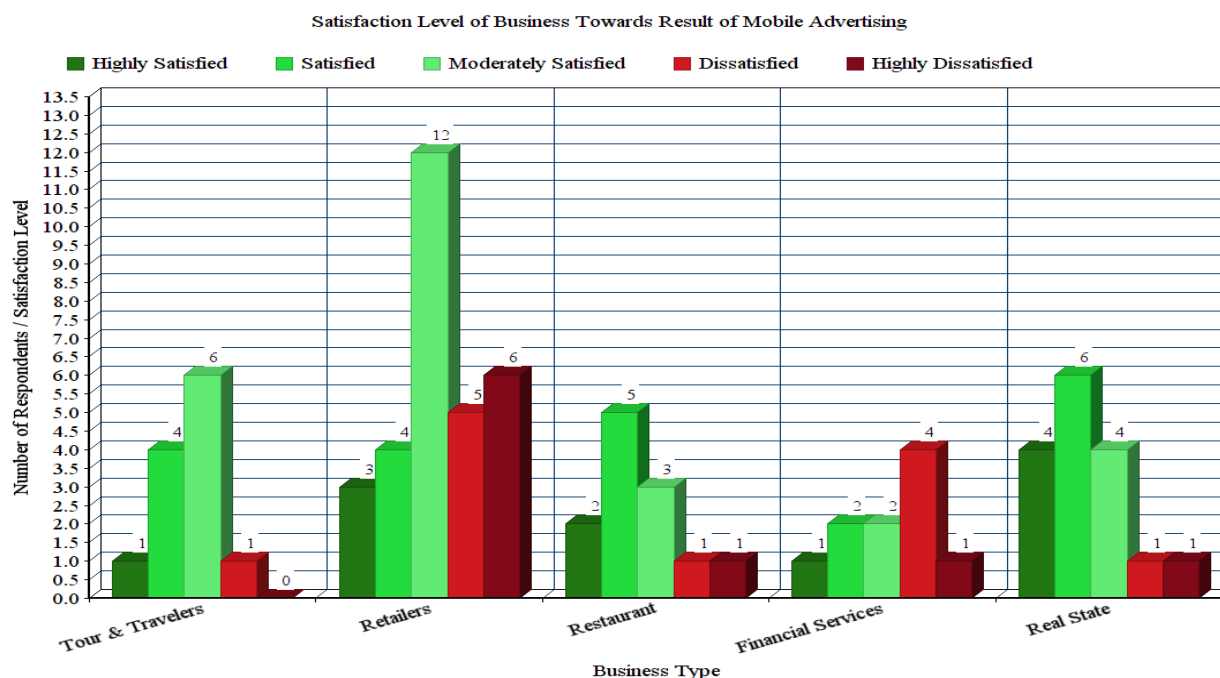
Source : Field survey

**Chart 7: Challenges face to adopt mobile advertising**

According to above chart, the main challenge face by respondents is Lack of expertise(30%) in mobile advertising.

**Table 10: Satisfaction level of Business towards result of mobile advertising** (Source : Field survey)

| Type of Business   | Highly Satisfy | Satisfy   | Moderately Satisfy | Dissatisfy | Highly Dissatisfy | Total     |
|--------------------|----------------|-----------|--------------------|------------|-------------------|-----------|
| Tour & Travelers   | 1              | 4         | 6                  | 1          | 0                 | 12        |
| Retailers          | 3              | 4         | 12                 | 5          | 6                 | 30        |
| Restaurant         | 2              | 5         | 3                  | 1          | 1                 | 12        |
| Financial Services | 1              | 2         | 2                  | 4          | 1                 | 10        |
| Real State         | 4              | 6         | 4                  | 1          | 1                 | 16        |
| <b>Total</b>       | <b>11</b>      | <b>21</b> | <b>27</b>          | <b>12</b>  | <b>9</b>          | <b>80</b> |



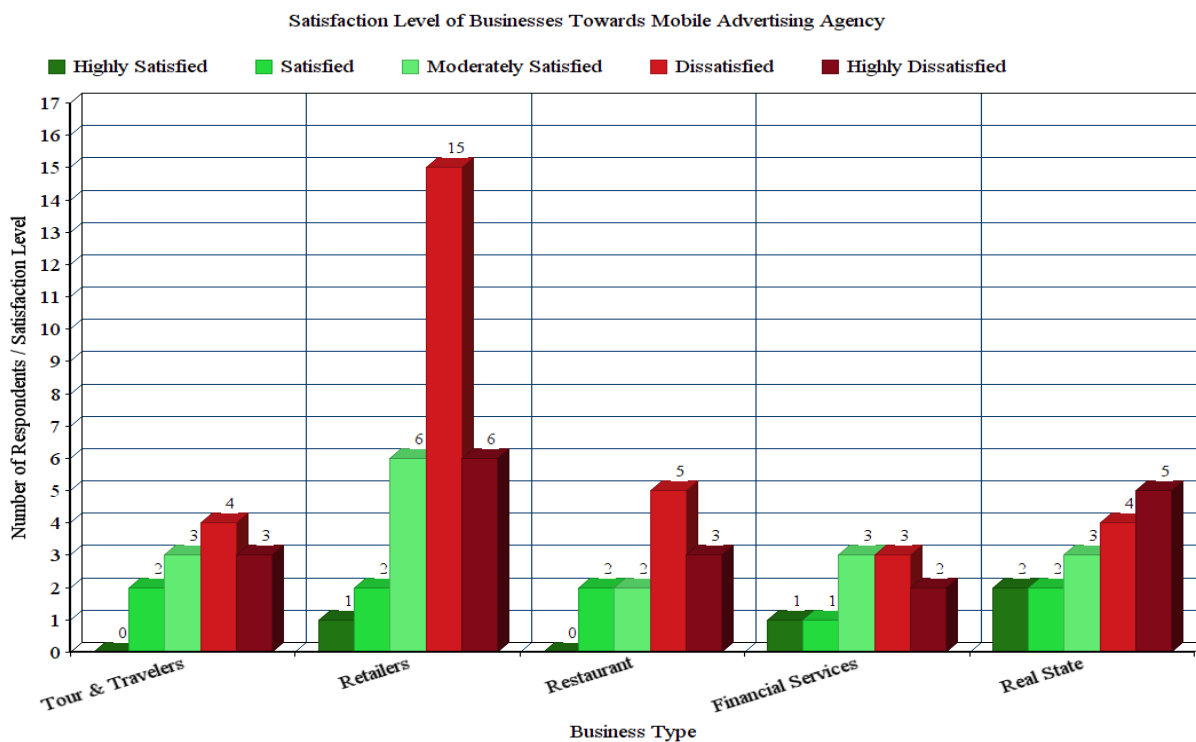
**Chart 8: Satisfaction level of result of mobile advertising towards business type**

As per above chart, Context of tour & travelers operator and retailers, most respondents are moderate satisfy with the result of mobile advertising. In the context of restaurant and real state business most respondent are satisfy with mobile advertising result. And in the context of financial services business, respondents are not satisfy with mobile advertising.

**Table 11: Satisfaction level of businesses towards mobile advertising agency**

| Type of Business   | Highly Satisfy | Satisfy  | Moderately Satisfy | Dissatisfy | Highly Dissatisfy | Total     |
|--------------------|----------------|----------|--------------------|------------|-------------------|-----------|
| Tour & Travelers   | 0              | 2        | 3                  | 4          | 3                 | 12        |
| Retailers          | 1              | 2        | 6                  | 15         | 6                 | 30        |
| Restaurant         | 0              | 2        | 2                  | 5          | 3                 | 12        |
| Financial Services | 1              | 1        | 3                  | 3          | 2                 | 10        |
| Real State         | 2              | 2        | 3                  | 4          | 5                 | 16        |
| <b>Total</b>       | <b>4</b>       | <b>9</b> | <b>17</b>          | <b>31</b>  | <b>19</b>         | <b>80</b> |

Source : Field survey



**Chart 9: Satisfaction level of businesses towards mobile advertising agency**

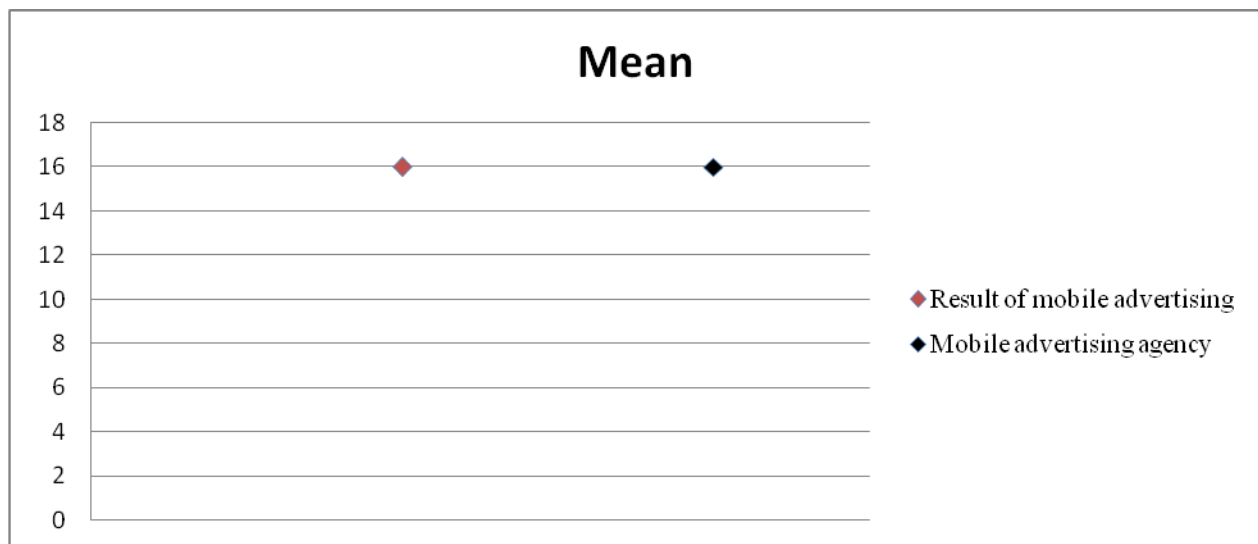
From above chart, all category of respondents are dissatisfied to finding and operate with mobile advertising agency except real state business.

**Factorization:**

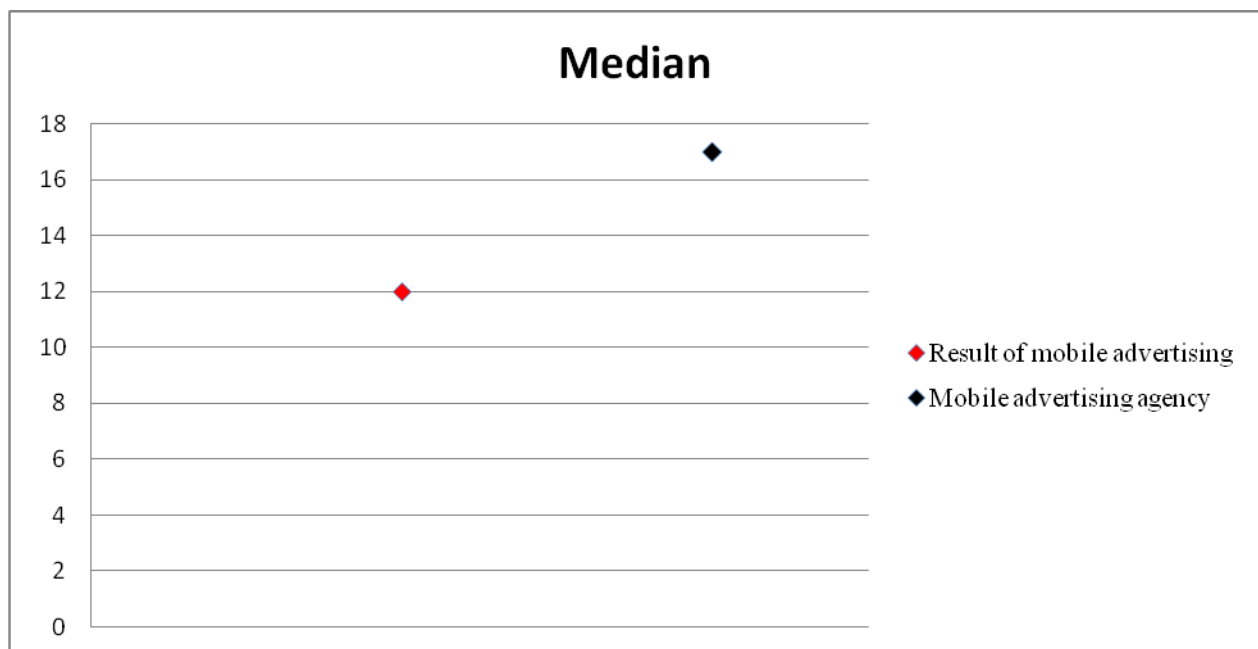
Table :12

| Factorization                |      |        |
|------------------------------|------|--------|
|                              | Mean | Median |
| Result of mobile advertising | 16   | 12     |
| Mobile advertising agency    | 16   | 17     |

Graph : 1



Graph : 2



**SWOT Analysis** - Without the help of SWOT Analysis it is not possible to make a effective marketing strategy. To set up a product or service in the market through the help of mobile advertisement it is first needed to make a analysis of Strengths, Weaknesses, Opportunities and threats of it.

**Strengths**

1. Easy connectivity with consumers
2. Less expense for promotion
3. Quick response
4. Advertiser or manufacture can do aware buyer any time

**Weakness**

1. Manufacturer or advertisers has to follow code of conduct which provide by Telecom Regulatory Authority of India
2. Consumer or Receiver can ignore MSGs and delete them.
3. Customer can activate Do not disturb service for not interrupted him
4. More consumer are unable to read MSGs properly.

**Opportunity**

1. Online purchasing
2. Mobile money transfer
3. Free apps contents
4. Consumer get amount on each msg or content download

**Threats**

1. Telecom Regulatory Authority of India makes bound or fine for Ad's MSGs
2. Many operator not allow for customer privacy
3. Customer make complain for this unnecessary service
4. Technology would change this types of advertisement

## **Conclusion-**

Advertising by mobile phone is a new concept for Indian market. Advertisers and manufacture can explore their product by this new kind of promotion. Although it is not utilized as it can, but also many production house use this facilities. For example Mc donald's inform their customer what is new scheme today through exist mobile phones number. We can book movie ticket by mobile apps. Indian railway also connect passenger by mobile phones. Bank also involve in this facility. If local traders or advertisers use this facility properly, they can get maximum attention of people for their manufacture items. Mobile phones is a very personal device in today life. Mobile phone also being important instrument for us, In morning first work of people check his mobile phone and last work of night is also check of mobile phone, So it is a amazing thing for people. If advertisers or traders are use this facility properly, we can think how much benefit will they get.

## **Suggestions-**

- There is a need to create awareness about the m-advertising for changing the present status of it.
- M-Advertising tool may be adopted in the Government projects for generating more trust of the public in general.
- The formal education and training is suggested to develop experts in the field of advertisement designing.
- Not only urban areas the rural areas should also be focused for the promotion of the products.
- The usages of regional language can be done for making it convenient to the local customers.

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**Appendix****Questionnaire**

Q.1 Name of the respondent?

\_\_\_\_\_

Q.2 Gender?

- (A) Male ☐
- (B) Female ☐

Q.3 Age?

- (A) Up to 25 years ☐
- (B) 26-35 years ☐
- (C) 36-50 years ☐
- (D) Above 50 years ☐

Q.3 Business type?

- (A) Tour & travelers ☐
- (B) Retailers ☐
- (C) Restaurant ☐
- (D) Finance services ☐
- (E) Real state ☐

Q.4 Which type of promotional tools using in your business ?

- |                    |                          |
|--------------------|--------------------------|
| (A) News paper     | <input type="checkbox"/> |
| (B) Radio          | <input type="checkbox"/> |
| (C) Word of mouth  | <input type="checkbox"/> |
| (D) Direct selling | <input type="checkbox"/> |
| (E) M-commerce     | <input type="checkbox"/> |

Q.5 What reason you want to adopt mobile advertising ?

- |                              |                          |
|------------------------------|--------------------------|
| (A) Increase brand awareness | <input type="checkbox"/> |
| (B) Faster selling           | <input type="checkbox"/> |
| (C) Customer relationship    | <input type="checkbox"/> |
| (D) Image building           | <input type="checkbox"/> |
| (E) Increase engagement      | <input type="checkbox"/> |

Q.6 Which type of inventories you are using in mobile advertising in your business ?

- |                         |                          |
|-------------------------|--------------------------|
| (A) SMS                 | <input type="checkbox"/> |
| (B) MMS                 | <input type="checkbox"/> |
| (C) Video advertisement | <input type="checkbox"/> |
| (D) Mobile apps         | <input type="checkbox"/> |
| (E) Mobile websites     | <input type="checkbox"/> |

Q.7 Which kind of challenges you are facing in mobile advertising ?

- |                             |                          |
|-----------------------------|--------------------------|
| (A) Lack of standard format | <input type="checkbox"/> |
| (B) Lack of expertise       | <input type="checkbox"/> |
| (C) Privacy issue           | <input type="checkbox"/> |
| (D) Lack of relevant data   | <input type="checkbox"/> |
| (E) Limited opportunity     | <input type="checkbox"/> |

Q.8 Do you feel satisfy with result of mobile advertising?

- |                        |                          |
|------------------------|--------------------------|
| (A) Highly satisfied   | <input type="checkbox"/> |
| (B) Satisfied          | <input type="checkbox"/> |
| (C) Moderate satisfied | <input type="checkbox"/> |
| (D) Dissatisfied       | <input type="checkbox"/> |
| (E) Highly dissatisfy  | <input type="checkbox"/> |

Q.9 Do you feel satisfy to mobile advertising agency?

- |                        |                          |
|------------------------|--------------------------|
| (A) Highly satisfied   | <input type="checkbox"/> |
| (B) Satisfied          | <input type="checkbox"/> |
| (C) Moderate satisfied | <input type="checkbox"/> |
| (D) Dissatisfied       | <input type="checkbox"/> |
| (E) Highly dissatisfy  | <input type="checkbox"/> |