

A Study on The Effectiveness of Advertisements on Mobile Phones in Influencing The Buying Behaviour of Youngsters With Special Reference to Christ College, Irinjalakuda

Alagra Antony, Research Scholar, Department of Commerce, st. Joseph's College, Tiruchirappalli, India. (alagraantony@gmail.com)

ABSTRACT-The objectives of all business are to make profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organisation and or its products idea service etc. that is transmitted to target audiences through a mass medium. In common parlance the term publicity and advertising are used synonymously. Advertisement effectiveness can be defined as extend to which advertising generated a certain desired effect. Advertising effectiveness pertains to how well a company's advertising accomplishes the intended. These measurements can be used for all type of advertising, including television, radio, direct mail, internet, etc. This paper makes an attempt to study the effectiveness of advertisements on mobile phones in influencing the buying behaviour of youngsters with special reference to Christ College, Irinjalakuda.

Key words- Advertisement, Buying behaviour, publicity, effectiveness

I. INTRODUCTION

The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumer needs and preferences. In the current highly competitive mobile phone market, manufactures constantly fight to find additional competitive edge and differentiating elements to persuade consumers 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 customer purchase decision. Consumers of mobile phone found throughout the world are 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. In these factors, one of the main factors remains the advertisement tools used by the companies.

Advertisement is a tool used in the marketing strategies of a company. It is one of the best ways to market a product to a mass audience. The use of advertisement has increased largely in the present world. It is not only used to market a product but also to announce a new product, creating a desire for a product or service, creating goodwill for the company, reminding the customers about a brand or company's existence etc.

The term consumer behaviour refers to the behaviour that consumer display in searching for purchasing using evaluation and disposing of products and services that will satisfy on how individuals make decisions to send their available resources (time, money and effort) on consumption. It includes the study of "what they buy", "why they buy", "where they buy it", "how often they buy it", and "how often they use".

A consumer's decision to purchase a particular product or service is the result of complex interplay of a number of variables. The starting point of the decision process is provided by the company's marketing stimuli in the shape of product, promotion, price and distribution strategy.

So the advertisement being a main part of the marketing tool, it is important to evaluate the buying behaviour of consumers. Only then a company can plan their advertising strategies efficiently and utilise maximum out of it.

OBJECTIVES OF THE STUDY

- ❖ To study the effectiveness of advertisements on mobile phones in influencing the buying behaviour of youngsters.
- ❖ To find out the most effective media of advertisement
- ❖ To find which feature of the mobile phones has to be highlighted in the advertisement to grab more attention.

SIGNIFICANCE OF THE STUDY

The study is related to the effectiveness of advertisements on mobile phones in influencing the buying behaviour of youngsters. This marketing research is conducted to find out the most striking and appealing advertisements by the mobile phone companies and to find out which features of the mobile phone has to be highlighted to stimulate the youngsters to buy. It is important because without proper knowledge and findings, they cannot improve and develop new strategies in advertising. It is also important to concentrate on the youngsters buying behaviour because, it is the age group, who are more stimulated to buying electronic gadgets, especially smart phones.

SCOPE OF STUDY

The area for the study is Christ College, Irinjalakuda. Samples of 50 students studying in Christ College are taken as respondents of the study. Surveys are conducted through questionnaire and required information is collected from them.

II. RESEARCH METHODOLOGY

Primary data: has been collected directly from sample respondents through Questionnaire, with the help of direct personal interview. **Secondary data:** has been collected from standard text books, newspapers, magazines, various online sites, etc.

Sampling technique: In this study purposive sampling is used.

Sample size: 50 respondents

Area of study: Christ College, Irinjalakuda

Research design: Descriptive research is used in this study as the main objective of the study to describe the characteristics of a phenomenon

III. ANALYSIS AND DISCUSSIONS

Table 1 - Source of brand awareness

	Friends	dealers	advertisement	display	other	TOTAL
Male	20	0	55	5	20	100
Female	33.33	6.6	36.6	3.33	20	100

(Source: primary data)

This table shows that 20% of the male respondents came to know about the brand they use now through friends whereas 33.33% of female respondents came to know through friends. No male respondents are aware through dealers whereas 6.6% of female respondents know through dealers. Majority of the male and female respondents came to know through way of advertisement i.e.; 55% and 36.6% respectively, which shows that advertisement helps the company to make their brand known and it influences in the

buying behaviour of consumers in the case of mobile phones. 5% of male respondents and 3.33% of female respondents know through display and 20% of both male and female through other sources.

Table 2 - Frequency of customers changing mobile phones

Gender	Yes	No	TOTAL
Male	30	70	100
Female	10	90	100

(Source: primary data)

This table states that around 30% of male respondents frequently change their mobile phones and only 10% of female respondents change their mobile phones frequently, whereas 70% of male and 90% of female respondents does not change their mobile phones frequently.

Table 3 – Reason for frequency of changing mobile phones

	Variety	Quality	Dislike	Advertisements	Fashion	Other	TOTAL
Male	16.6	50	0	0	33.33	0	100
Female	33.33	66.66	0	0	0	0	100

(Source: primary data)

The above table reveals that, Out of 30% of male respondents who frequently change their mobile phones 16.6% change due to variety, 50% for quality and 33.33% for fashion, but no respondents change due to dislike, advertisement or other reasons. Out of 10% of female respondents who frequently change mobile phones 33.33% of them change for variety and 66.66% for quality. They do not change due to dislike, advertisement, fashion or any other reason.

Table 4 - Reach of mobile advertisements

	Yes	No	Total
Male	85	15	100
Female	90	10	100

(Source: primary data)

From the above data it is very clear that 85% of the male respondents watch or listen to mobile advertisements and 90% of female respondents also watch or listen to mobile advertisements. So in total 88% of the total respondents watch or listen to mobile advertisements.

Table 4 - First attention in an advertisement

	% of response
Film stars	12
Good music	8
Excellent theme and making	60
other	20

(Source: primary data)

The above table shows that majority of the respondents i.e. 60% of them voted that excellent theme and making is what grabs their first attention. And 12% of them said film stars grabbed their first attention in the advertisements of mobile phones. Good music is also a factor which grabs attention because 8% of the respondents voted music as the factor that grabs their first attention. 20% of the respondents voted for other reasons.

Table 5- Influence of

advertisement

	% of response
Yes	62
No	18
Can't say	20

(Source: primary data)

As per the above table 62% of the respondents agreed that advertisements have influenced them to buy mobile phones, which itself shows that advertisement is an effective way for promotion of mobile phones. But 18% said advertisements have not influenced to buy mobile phones and 20% of them chose can't say, maybe because they are not sure about whether advertisements have influenced them or not.

Table 6 - Most effective media (in respondent's opinion)

	T. V	Ra dio	Newsp aper	Maga zine	Banners/b oards	Sho p displ ay	Inter net
% of respo nse	48	0	10	2	0	4	36

(Source: primary data)

The above table shows that in the respondent's opinion 48% of them said that T.V is the best media for advertisement of mobile phones. 10% said newspaper as the best media and 2% said magazine and 4% of them voted shop display as the best.

Table 7 - Basis of rating advertisement

Basis of rating	% of response
Awareness and education	20
Level of development	12
Standard of living	10
Better specification	56
Other	2

(Source: primary data)

The above table reveals that more than half of the respondents i.e. 56% of them rates advertisements on the basis of better specification about mobile phones. 20% of the respondents rates advertisements on the basis of awareness and education, 12% on the basis of level of development, 10% on the basis of standard of living and 2% on other reasons.

Table 8 - Satisfaction in the qualities mentioned

	% of response
Yes completely	8
Yes almost	76
Not much	8
Not at all	0
No idea	8

(Source: primary data)

The above data says that, Majority of the respondents are almost satisfied with the phones qualities mentioned in the advertisement whereas 8% of them are completely satisfied. But other 8% respondents are not very much satisfied with the qualities mentioned in advertisements when they bought the mobile. And 8% of them have no idea about it. Still we can see that no respondent is completely unsatisfied with the qualities mentioned.

IV. FINDINGS

- From the analysis it is proved that advertisement is effective in making brand awareness because most of the respondents came to know about different brands in the market through advertisement.
- I also found that advertisement has no much effect in influencing the frequency of people changing mobile phones. Most of the respondents frequently change mobile phone for better quality.
- From the analysis it is very clear that majority of people are watching or listening to mobile phones' advertisements, which means advertisements successfully helps the companies to imprint the intended messages in consumer's minds.

- As per the analysis Television is the most effective media for advertising mobile phones and second is internet. 50% of them watch ads in T.V and 32% in internet.
- Also 48% suggested T.V to be the most effective and 36% suggested internet, which gives a clear opinion.
- Excellent theme and making is what that grabs most of the people's attention in an advertisement.
- I also found that majority of the respondents representing the population agreed that advertisements have influenced them in buying a mobile phone, which clearly depicts that advertisements are effective in influencing the buying behaviour of consumers.
- I can also see that majority of the people rate a mobile advertisement on the basis of the specification, it is providing about the mobile phones. And some rate on the value of providing awareness and education through advertisement.
- Majority of the people agree to the statement that 'it is necessary for a company to evaluate its advertisements and its effectiveness'.
- From the analysis it is also clear that only a few respondents are fully satisfied while comparing qualities mentioned in the advertisements with the actual qualities which mobile phones had.

V. SUGGESTIONS

- It is advisable for the companies to concentrate more on 'excellent theme and making' to grab more attention for their advertisement.
- For getting a good rating for their advertisements it is best for the companies to provide better specification about the mobile phone and give some awareness and education through the advertisement.
- Companies could be truthful while describing the qualities of a mobile phone in an advertisement or else they will lose trust from consumers.

VI. CONCLUSION

This study concludes that advertisements are effective in influencing the buying behaviour of the consumers in purchasing mobile phones especially among the youth. But at the same time advertisements have no much influence in the frequency of people changing mobile phones.

Television is the most effective media for mobile phones' advertisements because majority of the people watch advertisements of mobile phones' in Television.

Internet is also an effective media for mobile phones' advertisement. Internet is gaining its popularity day by day and people have started watching advertisements online. It

will soon top the "best media for mobile phones' advertisement".

Excellent theme and making is something which consumers look into, in an advertisement. An advertisement with excellent theme and making grabs more attention from the consumers and it will help to build a good brand image for the companies.

Even when we say that excellent theme and making grabs the attention, if the quality (especially the special qualities) of the mobile phone is not clearly expressed in the advertisement, then the advertisement may still be attractive but it won't increase the number of buyers. Thus the most important thing to be highlighted in an advertisement is the quality of the mobile phone.

REFERENCES

- [1] M.T. Bendixen, "Advertising Effects and Effectiveness", European Journal of Marketing, Vol. 27, No. 10, 1993, pp. 19-32.
- [2] G. A. Akerlof, "The Market of 'Lemons': Quality Uncertainty and the Market Mechanism," The Quarterly Journal of Economics, vol. 84 (3), August 1970, pp. 488-500.
- [3] J.N. Sheth, "Measurement of Advertising Effectiveness: Some Theoretical Considerations", Journal of Advertising, Vol. 3(1), 1974, pp. 6-11.
- [4] D. Hanssens and B. Weitz, "The Effectiveness of Industrial Print Advertisements across Product Categories", Journal of Marketing Research, Vol. XVII, 1980, pp. 294-306
- [5] K. Newstead and J. Romaniuk, "The Relative Effectiveness of 15 and 30 Second TV Advertisement", Journal of Advertising Research, March 2010, pp. 68-76.
- [6] <https://www.emeraldinsight.com/doi/abs/10.1108/03090569310045861> accessed on Nov12,2018
- [7] <https://www.jstor.org/stable/20460793> accessed on Nov12, 2018
- [8] <https://glean.info/the-startling-impact-of-pr-on-advertising-effectiveness/> accessed on Nov12, 2018
- [9] <https://accountlearning.com/how-to-measure-the-effectiveness-of-advertising/> accessed on Nov12, 2018.