

# The Impact of Mobile Advertisement on the Students of Manipur University

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**Abstract:** *This study examines the attitudes of the students of the Manipur University, Imphal toward mobile advertising applications which have been introduced or about to be launched in the near future when companies understand the importance of mobile advertising and invest more in developing and adopting mobile marketing applications.*

**Keywords:** Impact of mobile advertising, Mobile Advertising, Attitudes Students of Manipur University, attitude towards mobile advertising, importance of mobile advertising

## 1. Introduction

Wireless technology developments have created new channels or media of marketing communication and innovation of advertisement media, such as the mobile advertisement platform. Mobile advertisement is the use of wireless network to deliver information about product to consumers in a localized, specialized and customized manner. Mobile advertisement makes it possible to send one-off and personalized advertisement to consumers. It serves as a channel of communication between company and its consumers. It also makes consumers to be engaged with organization products, information and transactional with the brand being advertised to them. Mobile advertisement has psychological impact on customers towards product that are being advertised to them through mobile message. A customer will go through an emotional response and start thinking about product. This affinity will attract customers towards the product and make an inclination to make a purchase. The high penetration rate of mobile phones has resulted in the increasing use of handheld devices to deliver advertisements for products and services. Short Messaging Service (SMS), in particular, has been very successful.

The rising popularity of SMS has created a new channel for advertising, called *mobile advertising*. Ads are rendered as short textual messages and sent to mobile phones. The growth of mobile advertising has opened a new area for research. For instance, given its limited textual presentation, will this new medium have the same effect as other media? What do consumers think about SMS-based advertisements? What mechanisms would be more effective for advertising? A better understanding of these issues is critical to the effective use of mobile advertising. It is especially important to know how consumers feel about the ads delivered to their mobile phones. Public attitudes toward advertising have been a focus of attention for a long time. Although some earlier literature reported positive attitudes toward advertising, most of the more recent researchers have found that consumers generally have negative attitudes toward ads. The research summarized in this paper investigated consumer attitudes and usage behaviour in respect to mobile advertising.

Marketing activities conducted via mobile devices enable advertisers to directly communicate with potential customers in a fast speed and regardless of the geographical location. Mobile advertising has been recently referred as one of the best means to cut through the clutter and interact directly with the consumer. Hence, with the trend towards direct, one-to-one marketing, more attention is being paid to the use of the mobile channel as a means of effectively advertising to consumers. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is forecasted to reach millions of users in the next decade. Thus, research on mobile advertising would impact greatly on the way business is done.

To many people, a mobile phone is seen as one of the few remaining inviolate personal spaces which they can use to communicate and socialize and, at the same, they can still maintain the control over the use of their mobile phones. In this regard, marketers should take into account consumers' need for security and privacy when designing a marketing plan. The marketers should maintain a balance between engaging consumers in their marketing mix and achieving the objectives of their marketing plan. In order to achieve this objective, the marketers must understand the factors, such as incentives and consumer attitudes, which affect consumer acceptance of advertisements via mobile phone.

According to Telecom Regulatory Authority of India, there are 933 million mobile subscribers in India by the end of February 2014. By the end of August, 2014, the number of mobile subscribers sits on 951.84 million and the mobile penetration rate is around 74.16% (TRAI, Press Release No. 66/2014).

These details show that the revenue generated from mobile phone sales and usage is huge, and hence it is important for mobile companies to conduct research on consumer's usage on mobile phones and consumer attitudes towards mobile advertising.

This study examines the attitudes of the students of the Manipur University, Imphal toward mobile advertising applications which have been introduced or about to be

launched in the near future when companies understand the importance of mobile advertising and invest more in developing and adopting mobile marketing applications.

### **1.1 How to Activate Do Not Disturb (DND) India Registration – for all telecom operators.**

Many people suffer from the unwanted marketing messages and calls made by the mobile network operators. These messages and calls are extremely annoying, and there is no way proper information on how to activate this service. This service was formerly called DND (Do Not Disturb), which now transformed to NCPR (National Consumer Preference Register) by the TRAI (*The Telecom Regulatory Authority of India*). Previously, people who subscribed to DND had chances to receive the unsolicited promotions calls from their mobile network operators. With NCPR, the chances of receiving these unwanted messages are almost zero.

According to NCPR, a mobile customer in India can stop all the unwanted marketing calls and messages whenever he/she wants. This service can give you the option of selecting various options according to your requirement.

All the service providers will have the same set of instructions to register for the do not disturb service. You can activate DND from your mobile by just calling 1909 and selecting the options, or by sending a simple SMS to 1909. This message is similar to all the mobile network operators in India, and check out the various companies and their registration process to start your DND service.

### **1.2 How to Activate Do Not Disturb India Registration**

This process of activating do not disturb service is same for all the telecom operators in India; Aircel, Airtel, BSNL, Tata DoCoMo, Idea Cellular, Loop Mobile, MTNL, Reliance Communications, MTS India, Tata Indicom, Uninor, Vodafone and etc.

#### **Fully Blocked Category**

Send SMS at START 0 to 1909 or Call at 1909

#### **Partial Blocked Category**

- 1) Send SMS at START 1 to 1909 to block Banking – Insurance – Financial Products – Credit Cards
- 2) Send SMS at START 2 to 1909 to block Real Estate
- 3) Send SMS at START 3 to 1909 to block Education
- 4) Send SMS at START 4 to 1909 to block Health
- 5) Send SMS at START 5 to 1909 to block Consumer Goods & Automobiles
- 6) Send SMS at START 6 to 1909 to block Communication – Broadcasting – Entertainment – IT
- 7) Send SMS at START 7 to 1909 to block Tourism
- 8) You can also De-Register the DND service to receive the marketing calls and messages in future. To do that, just send an SMS STOP and send it to 1909. You can also call 1909 to cancel the service.

### **1.3 Key points to remember with DND registration**

- 1) DND (NCPR) cannot block your bank SMS alerts, bank communications, online bookings, third party personal calling, and etc.
- 2) It takes minimum 7 days to process your request to stop the unwanted messages.
- 3) You should have at least 3 months of time before applying to new DND request after the previous one.
- 4) Calls and messages to 1909 is completely toll free, and you don't have to pay anything.

## **2. Literature Review**

Attitude is an important concept in research on marketing and information systems. Fishbein defined an attitude as “a learned predisposition of human beings”. Based on this predisposition, “an individual would respond to an object (or an idea) or a number of things (or opinions).” Kotler stated that “an attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea”. Since researchers have been studying the subject for a very long time, there is a large body of literature dealing with consumer attitudes toward advertising in general and toward advertising through mobile. Attitude is also an important construct for information systems research. For example, the technology acceptance model that predicts the use of information systems consists of five major constructs: perceived usefulness, perceived ease of use, attitude, intention, and use. The relationships between attitude, intention, and behaviour have been studied and confirmed in numerous studies.

There are many definitions of the concepts of wireless marketing or mobile marketing. According to Altuna and Konuk (2009), Plavini and Durgesh (2011), mobile marketing is referred to as the use of wireless technology to provide an integrated content regarding a product or a service to the intended customers in a direct manner. Carter (2008) defined mobile marketing in a different way, i.e. “the systematic planning, implementing and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products” (p. 62). In this case, the key contact point with the intended consumers is their mobile phones.

In an article about the implications of mobile technology on mobile commerce (m-commerce), Balasubramanian, Peterson and Jarvenpaa (2002) described that m-commerce is a form of communication which involves “either one-way or interactive, between two or more humans, between a human (or humans) and one or more inanimate objects or between two or more inanimate objects (e.g., between devices)” (p. 350). These authors used the concepts relating time and space to discuss a conceptualized framework of mobile technology and m-commerce. They explained that buying products and services from a brick and mortar retail shop may discourage a customer who does not know the location of the shop and/or who cannot move around easily due to the geographical distance, time constraints, and other barriers. However, it is more flexible and convenient for a customer to get information about a product or a service, and

to make a purchase of such product or service via his/her mobile, provided that the seller does provide such mobile applications phone (Balasubramanian et al., 2002; Altuna and Konuk, 2009). Although some marketing activities are not available via mobile technologies, space and time are considered constraints to consumers living in a world without mobile technologies.

Apart from reducing the gap caused by time, distance, convenience, costless transportation and interactive channel of communication, customized information is another special feature which makes mobile marketing (m-marketing) emerge as an important and innovative marketing tool (Friedrich et al. 2009).. According to a survey conducted Airwide Solutions (a company provided mobile infrastructure and applications services); many advertisers are ready to invest in m-marketing. This survey has been conducted among 50 international brands, and the findings revealed that the number of brands looking to spend a greater proportion of their marketing budget on mobile campaigns in the future has been increased. About 71% of respondents would spend up to 10% of their budget on m-marketing (Thurner, 2008; Altuna and Konuk, 2009).

Research has shown that mobile marketing can be integrated with traditional marketing instruments to promote products and services of brands, and thus such combination of marketing tools will be able to improve the effectiveness and efficiency of the total marketing plan. Mobile devices have been considered one of the optimal options for communicating marketing information for the following reason. Apart from being cost effective and providing easy access to the target segmentation of consumers most of customers carry their mobile phones nearly 24 hours per day (Thurner, 2008; Altuna and Konuk, 2009).

### 2.1 Mobile Marketing and Advertising

As an extension of the Internet environment, the high penetration of mobile phones in recent years has created a good opportunity for wireless Internet applications, including wireless marketing and advertising. Wireless Internet services allow interactive access to Internet-based applications and contents using wireless devices such as mobile phones. The Wireless Advertising Association (WAA) defines wireless marketing as sending advertising messages to mobile devices such as mobile phones through the wireless network. Wireless Internet service can be offered by a range of different service providers, including cellular operators, fixed and wireless portals, wireless application service providers, device vendors, consumer brands, and mobile virtual network operators. Empowered by the Web's interactive and quick-response capabilities, wireless marketing is a very promising direct marketing channel. Many direct response advertisements and some brand building ones have been used for time-sensitive communication. Mobile advertising and Internet advertising have many features in common - both are emerging media used to deliver digital texts, images, and voices with interactive, immediate, personalized, and responsive capabilities. Internet advertising allows individual customers to be identified and their behaviour to be analyzed. Mobile advertising relaxes the mobility constraint associated with

fixed-line Internet access. One may expect mobile advertising to be more favourable to consumers for location-sensitive and time critical events. Since the mobile phone is a very personal device that allows an individual to be accessed virtually any time and anywhere, mobile advertising must be more personalized and may take different forms.

### 2.2 Attitudes towards mobile advertising

Attitudes towards an advertisement are defined as “a learned predisposition to respond in a consistently favourable or unfavourable manner toward advertising in general” (Mehta and Purvis, 1996, p. 1). In this case, it is essential to note that attitudes towards advertising via mobile devices refer to consumers' attitudes towards this mode of advertising in general. It does not refer to consumers' attitudes towards a particular advertisement. In general, attitudes are mental states used by individual consumers to shape the way they perceive the external environment, and such mentality guides the way they respond to it (Aaker, Kumar and Day, 1995). Bauer and Greyser (1968) and Altuna and Konuk (2009) observed that there was a strong correlation between customers' general attitudes towards mobile advertising and customers' responses to specific advertisements. For example, some advertisements were annoyed, whereas others were likeable and enjoyable. Thus, our research study has focused on the antecedents of consumer attitudes towards advertising via mobile devices in general. In this study, customer attitudes towards advertising via mobile devices have been measured using various dimensions. Figure 1 indicates the various components of the framework for further discussion, with “**attitude toward advertising via mobile devices**” as the dependent variable.

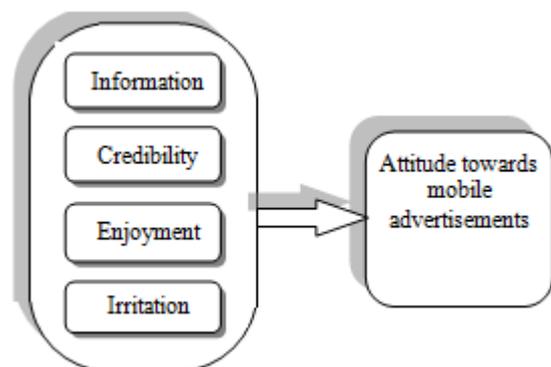


Figure 1: Antecedents of Attitude towards Advertising via Mobile Devices

### 3. Objectives

This study aims:

- 1) To determine the attitude of the people towards mobile advertisements;
- 2) To determine the behavioural intention of people towards mobile advertisements: Irritation, Informativeness, Pleasant and Comfort.
- 3) To find out the attitude towards Credibility, Accuracy & Timeliness of mobile advertisements;
- 4) To find out the relation between the Local Language and English.

5) To offer suggestions to the practitioner.

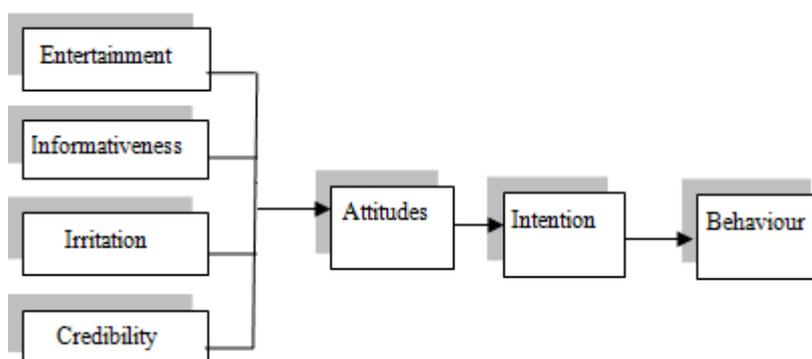
#### 4. Methodology

The research is basically focused on the understanding of the consumer attitudes among mobile ads and their behavioural intentions. This research is a quantitative research and it is normally conducted with a questionnaire using Likert Scale, and it has emphasis on testing and verification. The quantitative data is based on the meaning derived from the collected data and analysis is performed through the use of diagram and statistics. It is completely in contrast to the qualitative data which completely emphasizes understanding and conceptualization. The research is based upon primary data as the secondary data alone could not help to achieve

the research objectives. Therefore, this study can be considered as a questionnaire-based cross sectional study

#### 4.1 Research Framework

Based on the existing literature about attitudes toward advertising and consumer behaviour models, a research framework is constructed to illustrate the factors affecting consumer attitudes toward SMS-based advertisements and the relationships among attitudes, intention to view mobile ads, and users' actual behaviour. **Attitude, intention, and behaviour** are three major constructs in the theory of reasoned action (TRA) proposed by Fishbein and Ajzen in the early 1970s (later extended to become the technology acceptance model in management information systems research).



**Figure 2:** Research Framework

The model links individual beliefs, attitudes, intentions, and behaviour to describe the psychological process that mediates the observed relations between attitudes and behaviour. Intention then affects their actual advertisement receiving behaviour. The above figure no. 2 shows these relationships graphically. Three sets of hypotheses can be developed from the above framework:

**Hypothesis 1:** Attitudes toward mobile advertising affect consumer intentions to receive mobile ads.

**Hypothesis 2:** The perceived entertainment, informativeness, irritation, and credibility of mobile ads affect the attitude towards mobile advertising.

**Hypothesis 3:** Consumers' intentions to receive mobile ads in their local language affect their behaviour after receiving mobile ads.

#### Data Collection

The data collected for the study include both primary data and secondary data. The secondary data collected include the review of literature regarding studies made on the same topic from various studies, consumer attributes about advertisements, and their behaviour towards its advertisements. The primary data have been collected via a survey with the designed questionnaire (see appendix A) contained information about the demographics, attributes and behaviour intentions of the respondents.

The data collection method is structured survey and includes (i) designing the survey tool (questionnaire) (see appendix A) and (ii) distributing the questionnaire to potential

respondents in person. The collected data have been entered to the excel file and then kept confidentially for data analysis. A total of 50 valid responses have been collected from the survey.

#### Sampling

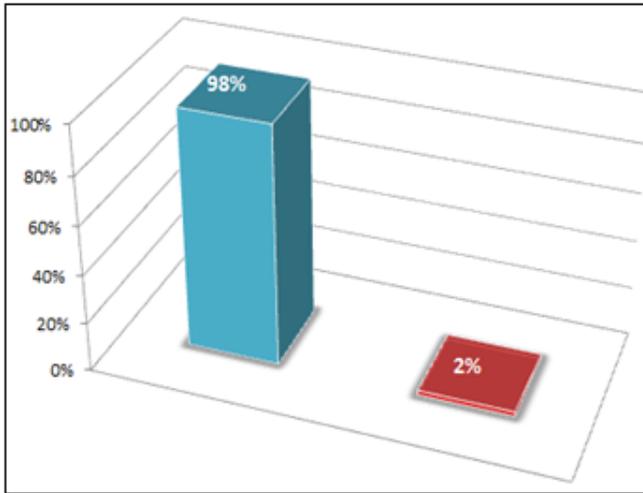
Convenient samples have been used to select the samples, based on accessibility and availability of the respondents. Both male and female participants have been selected to avoid gender imbalance. One of the requirements to participate in this survey was that the participant must have a mobile phone and must be a student of Manipur University, Imphal.

#### Data Finding and Analysis

##### • Question no. 1, Age group:

Out of 50 respondents, 49 students are between the age group of 18 -25 and only 1 belongs to 26 – 30 groups.

Age group	No. of Respondents	Percentage
18 -25	49	98%
26 -30	1	2%



98% of the respondents belong to 1-8-25 age group

• Attitudes towards mobile advertisement:

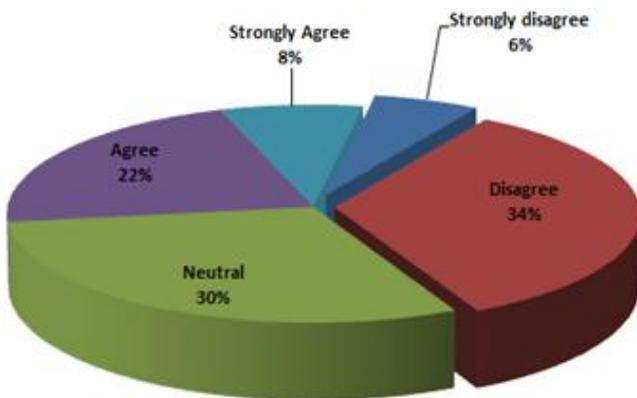


Figure 1

The score of the Question no. 3 implies that respondent attitudes toward mobile advertisement are positive. As to the question of whether the respondents delete mobile advertisements without reading them. Only 30 % of respondents delete mobile advertisement without reading them. The analysis also looked at behaviour after receiving a mobile advertisement. Behaviour is measured by the extent to which an advertisement would be read after receiving it or ignoring it immediately. See the fig. 1. So, the first Objective of this study – “To determine the attitude of the people towards mobile advertisement” is positive. Therefore, hypothesis 1 is supported.

• Behaviour intention of people towards mobile advertisements

	Q4 Irritation	Q5 . Irrelevant	Q6. Pleasant	Q7. Comfort
Strongly disagree	6%	22%	12%	8%
Disagree	28%	48%	28%	42%
Neutral	34%	26%	46%	34%
Agree	28%	4%	14%	16%
Strongly agree	4%	0%	0%	0%

Table 2

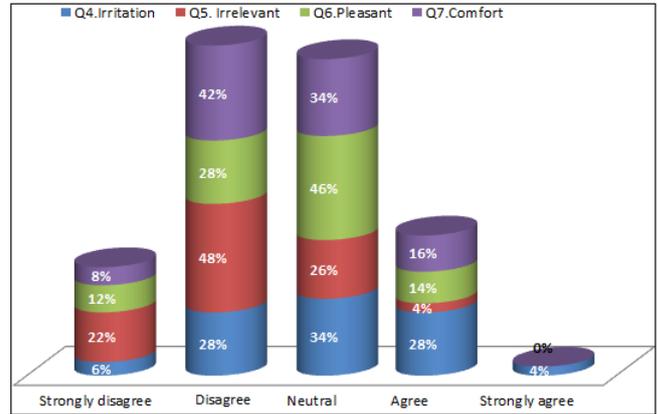


Figure2

A correlation analysis indicates that all four attributes of mobile ads are significantly related to overall attitude towards mobile advertisement (See table 2)

Irritation and Irrelevant are positively correlated to overall attitude, whereas Pleasant and Comfort are negatively related to overall attitude. Therefore, hypothesis 2 is not supported.

In summary, the results indicate that consumer attitudes toward mobile advertising are generally positive, but are negative when it concerns Pleasant & Comfort factors. So, entertainment is the most important attribute affecting consumer attitudes toward mobile advertising. Therefore, Hypotheses 2 is not supported.

• Accessibility

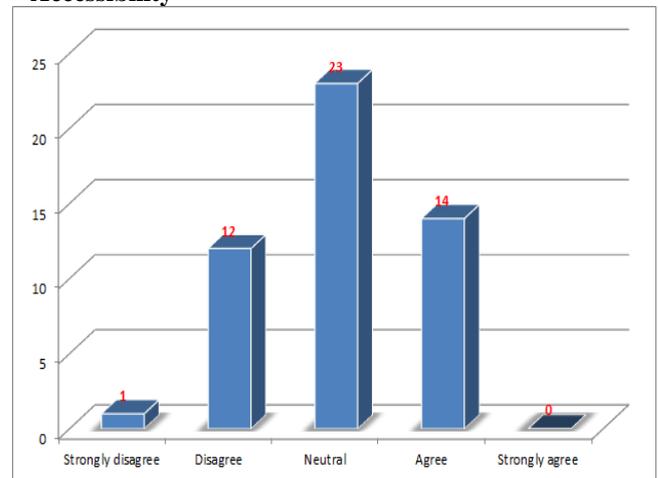
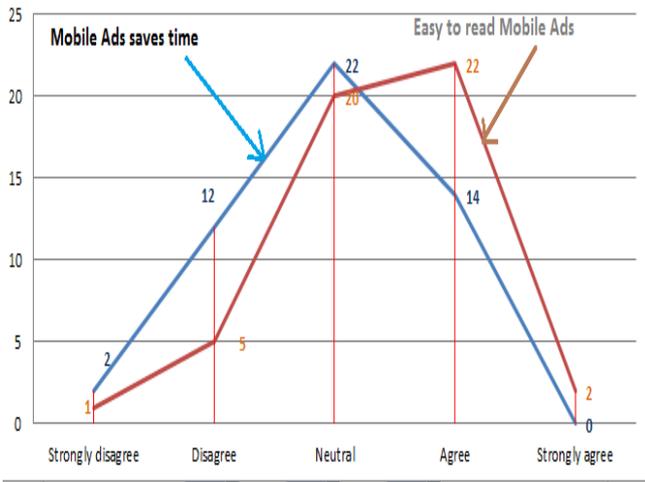


Figure 3

The values in the fig.3 indicate that mobile ads are easily accessible anytime anywhere. This is based on the question no. 8 “Mobile advertising is highly accessible (anytime, anywhere).”

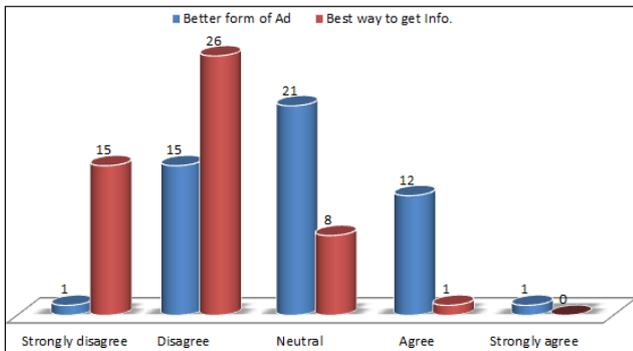
• Time factor:



**Figure 4**

Findings from the Question no. 9 & 10 correlate to the overall positive attitude.

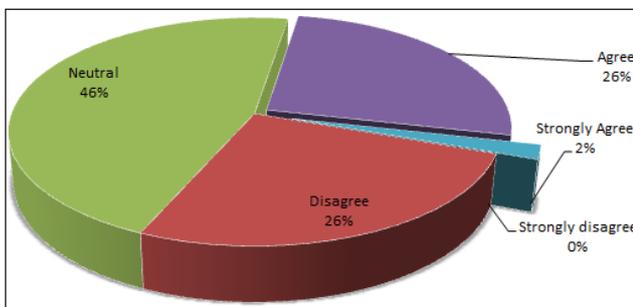
**• Mobile advertisement & Other form of ad comparison**



**Figure 5**

Surprising statistics comes out of Question no. 11 & 14 that Mobile ads are not the best form of Ads concerned to other medium. So, it shows that consumers prefer other form of ads rather than mobile ads.

**• Mobile advertisement should not be too boring with its text content**

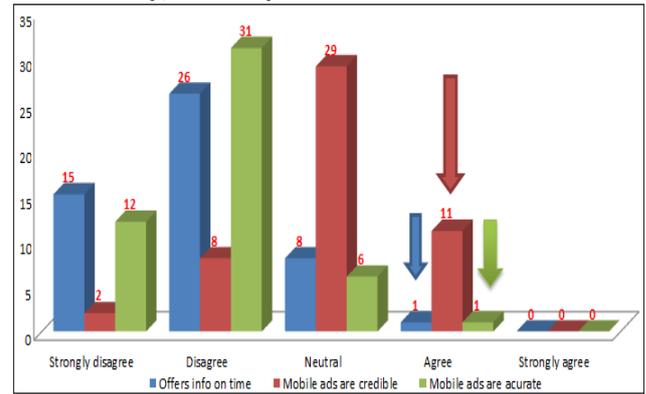


**Figure 6**

The biggest advantages SMS ads are its immediacy and the size of the addressable audience, however, our survey report (see fig.6) shows that it has fallen short of its potential. But in the market, it still is one of the most powerful tools in mobile advertising. This contradictory finding opens up a new aspect of in-depth research in these areas – unwanted texts to users who do not want to receive them, odd hours

which annoy customers, lengthy SMS, not very comprehensive SMS, etc.

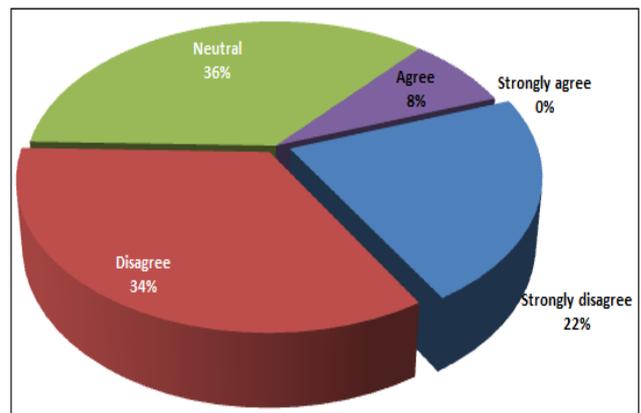
**• Credibility, accuracy & fast**



**Figure 7**

The scores of the Question no. 15, 16 & 17 show that mobile advertising is not credible, accurate & doesn't provide information on time.

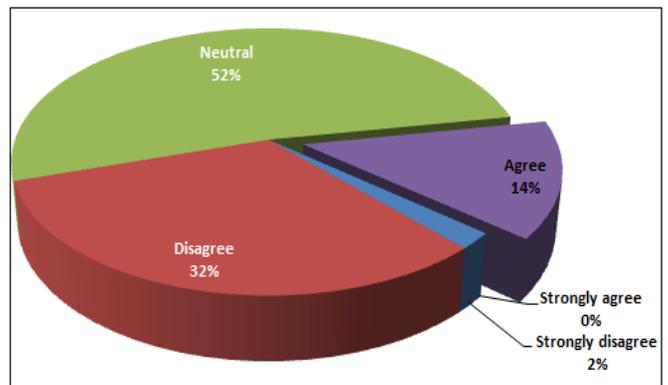
**• Local Language in the mobile advertisement**



**Figure 8**

The score of the preference of local language over English in the mobile ads is negative. Students prefer English over local language. Therefore, hypothesis 3 is negative.

**• Purchasing decision**



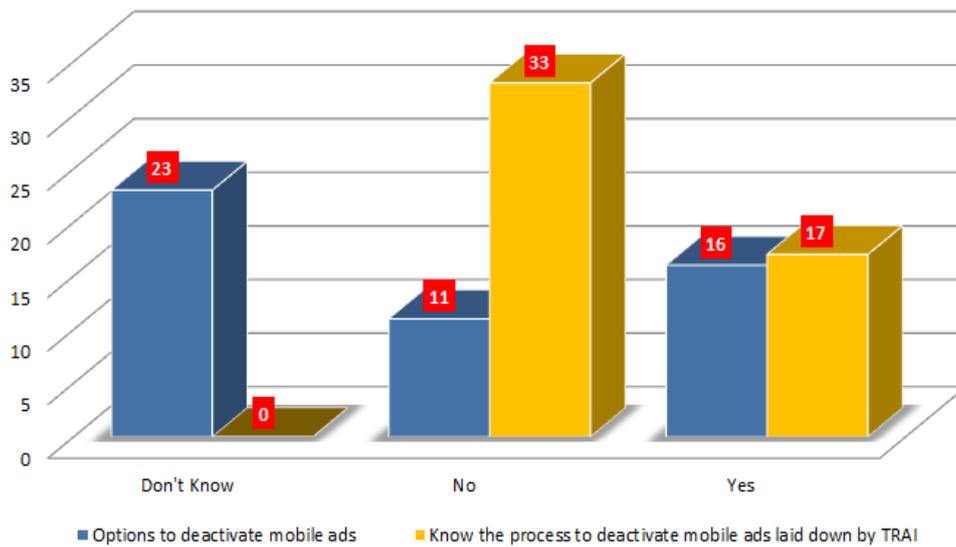
**Figure 9**

The impact of mobile advertising on purchase behaviour is less. The score given in below fig. 9 indicates that only 14%

of the respondents consider purchasing the product after viewing an ad on mobile phone.

• **Awareness on mobile ad deactivation process**

Q21	My service operator provides me options to deactivate mobile ads
Q22	I know the process to deactivate mobile ads laid down by TRAI: Calling 1909 or SMS to 1909



**Figure 10**

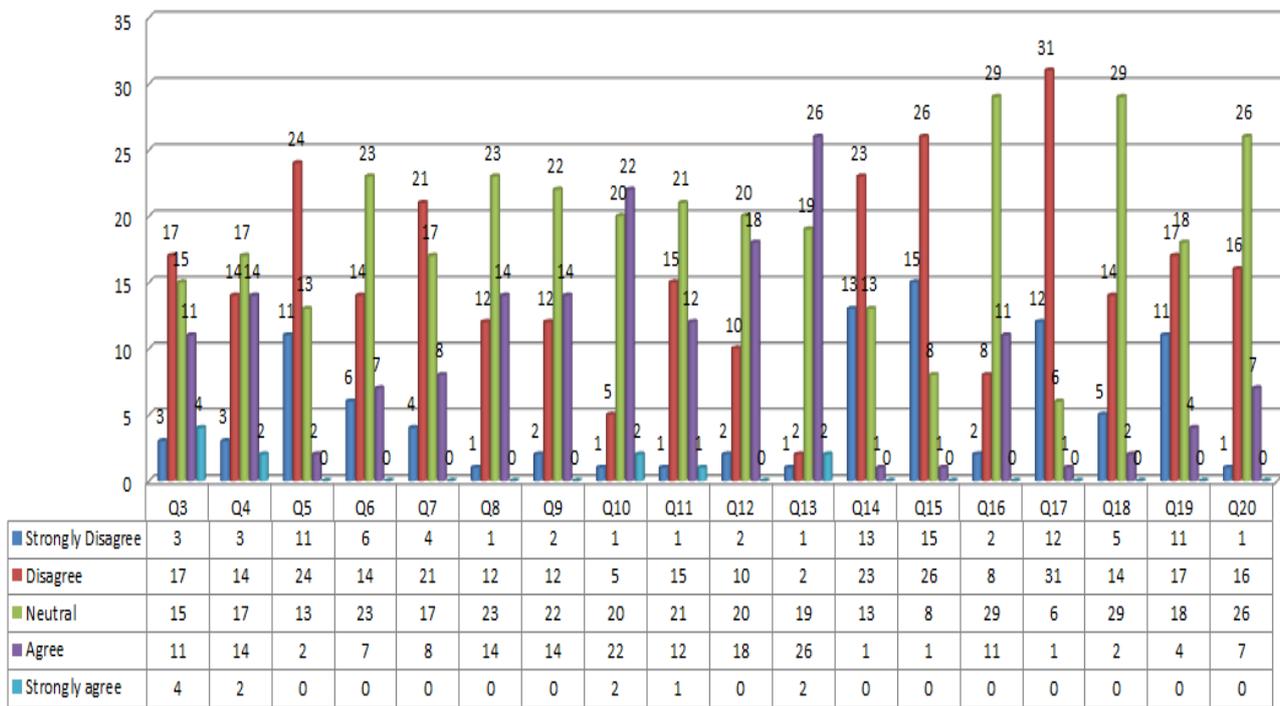
The scores below in the fig. 10 indicate a negative attitude towards the awareness of mobile ad deactivation process. Telecom Service Providers (TPS) should educate their consumers on how to deactivate any unwanted advertisements. Any mobile customer in India can stop all the unwanted advertising calls or SMS through NCPR (National Consumer Preference Register) formerly called as

DND (Do Not Disturb). Initiatives from Telecom Authority of India to make customers aware of this process are visibly none. Only 35% of the students are aware of the TRAI's NCPR process.

**One-Way-Table:**

Question no. from 3 – 20 were based on Likert level-five scale.

		Question no. 3 - 20 are based on Likert Scale																
Likert Scale	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20
	3	3	11	6	4	1	2	1	1	2	1	13	15	2	12	5	11	1
	17	14	24	14	21	12	12	5	15	10	2	23	26	8	31	14	17	16
	15	17	13	23	17	23	22	20	21	20	19	13	8	29	6	29	18	26
	11	14	2	7	8	14	14	22	12	18	26	1	1	11	1	2	4	7
4	2	0	0	0	0	0	2	1	0	2	0	0	0	0	0	0	0	



## 5. Findings and Discussion

This study was aimed at revealing not only about consumer attitudes about mobile ads but also about their behavioural intentions.

The result of the analysis reveals that there is a significant positive relationship between consumer attitudes and behavioural intentions for the sample. It means the more the consumers' attitudes are positive toward the mobile advertisements, the more affirmative are their behavioural intentions. The answers to the research questions are as follows:

- [A] The customer attributes tend to be positive for almost all the factors. Hence, we can say that the consumer attitudes towards mobile advertisements are positive.
- [B] There exists a mixed response among the customer attributes toward different mobile advertisements. There exists a positive correlation among the enjoyment and informative content. However, there exists a negative correlation among pleasant and comfort.
- [C] It is interpreted that the attitude of people towards Credibility, Accuracy & timeliness of mobile advertisement is negative.
- [D] Regarding the relationship between local language and mobile advertisement, there is a negative correlation between these two. Language has no barrier and the respondents prefer English over the local language.
- [E] Awareness on unwanted advertising Calls & SMS was found to be minimal. TRAI's (Telecom Authority of India) initiatives to educate customers about NCPR (National Consumer Preference Register) have less impact.

The following section aims to respond to the final objective. The overall attitude of the respondents in Manipur University are positive towards mobile advertisements. They considered informativeness to be the most significant factor

when receiving mobile advertisements. Therefore, companies should invest in developing applications which can help them advertise their products and services in better way through mobile phones to reach. Since informativeness is the most significant determinants of a mobile advertisement, advertisers should provide or highlight the information aspect of their advertisement in order to be successful in their marketing campaigns. Since behavioural intent seems to be on the positive side, companies have to make sure that their mobile advertisements do not divert customers' intention. Finally, the advertisers should make sure that current and potential customers do not get irritated due to receiving so many mobile advertisements, and they should ensure that the advertisement is designed in an informative way. As expected before conducting the research project, there is a direct co-relation between customer attitudes and their behavioural intentions regarding mobile advertisements. This positive relationship may provide a novel means to build core competencies and achieve a competitive advantage for those companies which invest in mobile applications to enhance the positive attitudes of customers towards mobile advertisements. This can be done via sending innovative, informative and entertaining content to intended customers. At the same time, companies should find a way to reduce the level of disruption and irritation due to the frequency and the content of mobile advertisements.

Awareness on how to block unwanted advertising Calls & SMS to consumers need to do strategically executed to reach out to the mass both by the TSPs (Telecom Service Providers) as well as the TRAI (Telecom Regulatory Authority of India).

## 6. Limitation

The main issue in this study is that this research only focused on the attitudes towards mobile advertisements in

general. It did not include specific product categories as one of the variables which may affect the attitudes of customers towards such products and mobile advertisements.

The data is collected on the basis of convenience sampling so the result can be optimized by including more sample from the city. If the scale for measuring the attitudes is, i.e. is exclusively developed for analyzing the attitudes towards mobile advertisements in the near future, the results may be generalized to the whole population in the city.

Since, the sample was collected from literates (Manipur University Students), there was preference for English as the medium of advertisement. If the sample has been connected beyond the campus, the result would have been more generalized.

## 7. Conclusion

This paper has discussed a study on the students' attitude towards mobile advertisements. Generally, the attitude of the respondents in Manipur University towards mobile advertisements is positive. Informativeness has been found to be the most significant factor in mobile advertising. According to the findings, various variables can be considered as some key indicators of the marketing mix plans. M-marketing and mobile advertisements can be considered as good marketing mix components. This finding has significant implications for companies in terms of marketing their products and services. Since Manipur University is a central university and is a developing University, the rate of technology advancement is high, and so is the acceptance of new technological applications. Thus, this University would seem to be a promising market regarding mobile applications to many companies. However, the results show that the respondents' attitudes are not only correlated with the informativeness of the ads but also with other behavioural variables. Further directions of research should focus on a variety of data collection methods, such as focus groups and interviews.

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Appendix A: Questionnaire

A Survey on the Impact of Mobile Advertisement on the students of Manipur University

Survey conducted by: M. Indrakumar Singh, Student of Mass Communication Dept. Manipur University, 2015  
(This survey is for academic purpose only)

Respondent's Name: .....

Profession: .....

Gender: Female/Male

Please tick only one option for each question

**1. Age group**

18 - 25 years

26 – 30 years

31 years and above

**2. Do you carry a mobile phone with you daily?**

Yes/No

**3. I delete mobile advertisements immediately without reading it.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**4. I think mobile advertisements are irritating.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**5. The mobile advertisements that I usually receive are irrelevant to me.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree;

**6. I feel that receiving mobile advertisements are pleasant.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**7. I feel comfortable receiving mobile advertisements.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree;

**8. Mobile advertising is highly accessible. (anytime, anywhere)**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree;

**9. I feel that getting useful information from mobile advertising saves time.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree;

**10. It is easy for me to read mobile advertisements.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree;

**11. Mobile ads are much better than other forms of Ads.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**12. I would like to share mobile Ads with my friends or family.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**13. Mobile advertisement should NOT be too boring with its text content.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**14. Mobile advertisement is one of the best ways for me to get information.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**15. I feel mobile advertisement offers me timely information.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**16. The information received from mobile advertisements are credible.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**17. Information in mobile advertisement are accurate.**

A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree

**18. Mobile advertisements need to be well controlled.**

*A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree*

**19. It will be better to read mobile advertising in my own ethnic language.**

*A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree*

**20. After viewing an ad on mobile phone, I would consider purchasing the product**

*A: Strongly disagree; B: Disagree; C: Neutral; D: Agree; E: Strongly agree*

**21. My telecom service provider provides me options to deactivate mobile ads.**

*Yes/No/Don't know*

**22. I know the process to deactivate mobile ads laid down by TRAI (Telecom Regulatory Authority of India: Calling 1909 or SMS "START DND" on 1909)**

*Yes/No*