

EFFECT OF MOBILE IN-APPLICATION ADVERTISEMENTS ON THE YOUTH OF CHENNAI

¹K. Venkatalakshmi, ²Sachin.R

¹Assistant Professor, ²Research Student.

Dept. of Media Sciences, Anna University, Chennai, India

ABSTRACT

This study elevates the usage of smart phones among youth and the impact of mobile in-app advertisements on them. The number of smart phone users has radically increased. Smartphone users mostly use connectivity for frequent and swift communication with others. As mobile marketing has drastically expanded, advertisers and companies should pay more attention to effective smart phone in-app advertising. This study suggests that a comprehensive matter of web advertising model could be used for the flow of theory. This study contributes to the impact of mobile in-app advertisements on the youth of Chennai and also advertisers to improve their marketing strategy. The research results suggests that personalization has been taking up their privacy and not been very effective. On the other hand, it has been informative and people look upon a lot of informative advertisements, but job related queries are the most expected advertisements. There is an issue put forth that the advertisements are not very resourceful as the companies don't answer queries. Entertainment based advertisements have the most interesting factor but certain people feel that it also takes up their time. The innovative technology does bring some excitement in youth and has been welcomed to add an interesting factor in advertisements. But at the same time it demands to bring better developing strategies in certain areas. Job related ads are being put up and people are being interested on these ads but as companies become unresponsive to their queries people become less interested on it. Entertainment based ads are being comforted on their interesting factor but accepts it takes up their time.

KEYWORDS: Mobile apps, Mobile Advertisements, Mobile Marketing and Short Message Service (SMS).

I. MOBILE ADVERTISING

Mobile advertising is the communication of products or services to mobile device and smart phone consumers. The mobile advertising spectrum ranges from short message service (SMS) text to interactive advertisements. Mobile advertising is a subset of mobile marketing.

Mobile advertising targets users according to specified demographics. Mobile networks identify related mobile profiles and preferences and displays corresponding advertisements when consumers download and use data services like games, applications (apps) or ring tones.

The Mobile Marketing Association (MMA) is a non-profit global trade association that fosters mobile marketing and advertising technologies. It regulates associated terms, specifications and best practices. MMA also oversees global mobile advertising units in messaging, applications, video, and television and also on the Web.

The first portable phone handset was invented at Motorola by a team led by project manager Martin Cooper in 1973. This first "mobile phone" weighed 2.5 pounds (1.1 kg). Cooper said that he was inspired to create a mobile phone by watching TV's "Star Trek" and seeing Captain Kirk's communicator device. The first online banner ad was sold to a Silicon Valley law firm by a website called Global Network Navigator in 1993. HotWired, a website that was owned by Wired magazine, became the first online publication to sell large quantities of online display advertisements to corporate advertisers. AT&T was one of the first big companies to buy online advertising through the HotWired site in 1994. The first person-to-person SMS text message was sent in Finland in 1994. SMS would go on to become the most widely used form of communication in the world, with 2.4

billion people sending text messages as of 2007. The first mobile advertising conference convened in London, hosted by the Wireless Marketing Association in 2000. The giant search engine Google launched its way of advertising agency called “Adwords”. In 2007 Google got into the smart phone game by launching the Android phone. With open-source software, Android has become one of the most popular competitors to the iPhone and a favorite of many app developers. In a way Apple introduces its mobile advertising platform called “iAd”. As of the end of 2011, Apple has sold 55 million iPads and over 150 million iPhones. In less than 4 years, the company has sold a greater number of mobile devices than all the Mac desktop computers it sold in 28 years. In 2012 Facebook launches mobile ads on the Facebook mobile app, which is used by over half of the site’s 850 million users to access the site.

Types of Mobile In-Applications Advertisements.

Many mobile devices, such as smart phones, have full Internet browsers. These browsers can display websites similar to the ones you'd see on a desktop computer, as well as mobile optimized sites. High-end mobile devices can also host apps, which people can download from the app store in their device, or from a website.

The wide variety of media available on mobile devices means you can show advertisements in many different formats. Testing your message using multiple advertisement formats can help you understand what drives customers to your website or to download your mobile app. However, in general, starting by tailoring your message to be compelling to customers on mobile devices can help your ads look and perform much better in any format.

Mobile Text ads

Mobile text ads look like standard text ads that you'd see on a desktop computer. The main difference is that we can show more ads per page when someone's searching on a desktop computer, and fewer ads per page when someone's searching on a mobile device. Keep in mind, text ads can appear differently on the Display Network. “Dynamically optimizing your ads for performance”.

For mobile text ads, Ad Words may sometimes replace your second line of description text with the most relevant ad extensions that you've enabled like site link extensions, location extensions, or callout extensions. This helps us provide the most relevant information possible to your potential customers, and can increase your ads' click through rates.

Mobile Image Ads.

Image ads on mobile devices are similar to normal image ads that you'd see on a desktop computer, but they can link to your mobile website or to your app. To have your image ads run on mobile devices, just make sure your campaign is opted in to the Display Network. Every image size that is accepted for ads on running desktop computers is also accepted for ads on mobile devices. However, to run ads on mobile apps and sites that are designed for mobile devices, your image ad size should be 320 x 50. Image ads can show as banner ads or interstitials in mobile apps.

Banner Image Advertisements.

Banner ads appear as a small strip or “banner” across the top of an app page or screen. They're the most commonly used ad format for mobile. You can upload double-sized images (for example, a 640 x 100 image for a 320 x 50 ad slot) for high-resolution display devices. The image can be auto-adjusted based on the device's pixel density.

Application Promotion Advertisements

App promotion ads (formerly "click-to-download" ads) are the easiest and most effective way to drive downloads: much of the customization is done for you. You can run these ads across search and display using the App/digital content ad format. App promotion ads can be created in these types of campaigns:

Display Network

- “Ads in mobile apps”
- “Mobile app installs”
- “Mobile app engagement”

Search Network

- “Mobile app installs”
- “Mobile app engagement”

These ads are designed to show on devices where they'll have the most impact. When you create a new campaign to promote your mobile app, your ads show only on phones and tablets (not on desktop

computers).

Objectives of the Study

- To evaluate the personalization of mobile in-app advertisements on youth.
- To analyze the infotainment content in advertisements.

II. METHODOLOGY

Survey.

- Surveys are used to collect quantitative information. Surveys of human populations and institutions are common in political polling and government, health, social science and marketing research. A survey may focus on opinions or factual information depending on its purpose, and many surveys involve administering questions to individuals. When the questions are administered by a researcher, the survey is called a structured interview or a researcher-administered survey. When the questions are administered by the respondent, the survey is referred to as a questionnaire or a self-administered survey. For this research study, the respondents were of above 18 years of age and from different socio-economic background.
The survey has been conducted with 100 people in which 50% of respondents are male and the other 50% are female.
- People from different age groups (around 18-29) and from different social backgrounds were respondents.
- Most of the people who took the survey, have owned a smart phone with often usage of internet.

III. ANALYSIS AND INTERPRETATIONS

Interpretation of the survey

- On a personalization basis the mobile in app ads have not been much effective and they don't find ads are been pleasant for viewing and also that it takes their privacy factor.
- But people agree that informative ads are being much interested in their functional basis and they are in need of informative ads for their knowledge purpose and up-to-date news.
- Job related ads are being put up and people are being interested on these ads but as companies become unresponsive to their queries people become less interested on it.
- Entertainment based ads are being comforted on their interesting factor but accepts it takes up their time too.

IV. CONCLUSION

People have come across a lot of innovative inventions in the past decades in the advertising field and have been supporting these types of trendy inventions. Now a days advertisements are being delivered to people in every aspect of their life, in each and every gadget, surrounding banners, posters, visual embankment have been their thorough way of promoting their companies or any social cause. Mobile In- app advertisements have been well responded by the users and gives a positive impact on receiving advertisements preferably.

- Personalization is much preferred on a rational basis but people tend that they are not given when in need of it in their location and suggest ad workers to improve on it.
- Informative ads are much preferred as a matter of fact people tend to want more of informative ads on their device.
- Job related queries are not opted majorly due to their unresponsive manner of job allocations.
- Entertainment ads are opted for their out of mind structure and it keeps people's mind free and stress free too.

Mobile in-app advertisements on a total basis people tend to look at it and also use where they prefer using it but on a condition that if improvements have been made to it then a lot of usage would be achieved on which enables saving a lot of time by usual search methods. Mobile in-app

advertisements have been a new invention in this modern world where advertising companies are being more innovative to design these advertisements which would look as a future aspect in improvement in their field. In- app advertisements are more innovative and refreshing where people tend to look on it unless it is a repetitive advertisement. Youth mostly consider this as a shortcut to their search engine prototype where this saves a lot of time than other source and this is handy and could be updated place to place.

V. SUGGESTIONS

- Mobile in app ads should be creative and should be an eye snatcher for the people to take it to the next level.
- Mobile in-app ads should not be repetitive if the person does not want to watch it.
- To improve the mobile in-app ads an online suggestion box could be put on by companies to improve their aspect.
- Mobile in-app ads shows a lot of promise in the present world, so advertising companies must focus on their content and their functioning areas.

REFERENCES

- [1]. Aaker, David A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- [2]. Agarwal, R. and Prasad, J. (1999), -Are individual differences germane to the acceptance of new information technologies?, *Decision Sciences*.
- [3]. Ajzen, I. and Fishbein, M (1980), *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs. NJ: Prentice-Hall.
- [4]. Bagozzi, R.P. (1981), -Attitudes, intentions, and behavior: a test of some key hypotheses, *Journal of Personality and Social Psychology*.
- [5]. Chellappa, R.K. and Sin, R.G. (2005), -personalization versus privacy: an empirical examination of the online consumer's dilemma, *Information Technology and Management*.
- [6]. David Jingjun Xu (2007), *A design research approach for personalized mobile advertising applications*.
- [7]. Facchetti, A. et al. (2005), -Mobile marketing: an analysis of key success factors and the European value chain, *International Journal of Management and Decision Making*.
- [8]. Singh, Raghbir & Vij, Sandeep 2008. *Public Attitude Toward Advertising: An Empirical Study of Northern India*. *ICFAI Journal of Marketing Management*.
- [9]. Tej. K.Bhatia (2007), *Advertising and Marketing in Rural India*