



IMPACT OF MOBILE ADVERTISING ON CONSUMER BUYING INTENTIONS

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ABSTRACT

Consumer buying intentions are changing very fast and marketing companies also catching with the direct marketing. With the trend toward direct, one-to-one marketing, more attention is being paid to the use of the mobile channel as a means of effectively reaching (advertising) to consumers. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers. Marketing organizations are trying to reach millions of users with low cost. Thus, research on mobile advertising would impact greatly on the way business is done. This study examines the impact of mobile advertising on consumer buying intentions in Hyderabad city. 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. To make it more precise, this study aims to explore the relationship between the mobile advertising and attributes of customers who use mobile phone and their behavioural intentions. Also find out the customer reactions towards mobile advertisements A sample of 109 valid responses was analyzed from the mobile users in Hyderabad city. The results revealed that there exists a positive relationship between the attributes of customers using mobile phones and their behavioural intentions i.e., there is an impact of mobile advertising on consumer buying intentions. Ultimately, earning attention is the key to mobile advertising success.

Keywords: Attributes of mobile customers, behavioural intention, mobile advertising.