INTENTION TOWARDS MOBILE MULTIMEDIA MESSAGE (MMS) ADVERTISEMENTS

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Abstract— **Advanced technology plays a significant role in analysis of consumers' psychology and their changed behavior towards purchasing any particular product. There are currently many different ways of marketing communications, by which marketers can reach their target audience. At present, the consumers are living in such an environment where they can get the information about a product or service from the various available media vehicles. Presence of numerous media vehicles in the advertising world has created an advertising clutter, reducing the effectiveness of advertising. That is why marketers are looking for innovative Medias and methods for advertising, which has yet not been saturated, and mobile multimedia message advertising is one of them. Mobile advertisements allow the marketers to approach the customers' indistinctive way, but, there arises a question that how does a consumer observe this innovative way of advertising. The present study attempts to examine consumer attitude towards mobile advertising intention and the various factors that influence their intention. This study mainly relies on primary data collected through validated questionnaire. The study will be beneficial for the marketers to gain an insight of consumer attitude and their intention for mobile advertising and to define the appropriate strategies targeting them accordingly. Empirical study was conducted to collect the primary data using a questionnaire as a tool in order to test the hypotheses. The questionnaire was distributed to 200 respondents who were randomly selected from the population. The findings proved that there is a relationship between independent variables (i.e., entertainment, informative, irritation, credibility and personality) and the dependent variable (consumer intention toward mobile multimedia message advertising) based on several reasons discussed thoroughly in this research.**

Keywords—Advertisements, attitude, customer intention Mobile Multimedia Message advertising

I. INTRODUCTION

Advertising plays a major role in business functions. There is a trend towards using more personalized one-to-one relationship marketing. Over the past years, the development of mobile communication has presented advertisers with a radically new form of advertising channel. Mobile marketing consists of ads appearing on an individual's mobile device, often in the form of a text message. Given the fact most users would be reluctant to give out their cell phone number to companies if it meant dealing with pop-up ads, a surprising number of consumers share their number due to the ability to opt out of mobile campaigns. In order to send a message, consumers must first opt into receiving messages. Ryan Goodrich (2013).

SMS (Short Messaging Service) has grown to be the single most frequently used mobile data service. This service is also referred to as "text messaging" or "texting". SMS is a messaging infrastructure that allows a mobile user to send and receive a text message of up to160 characters and across virtually any operator network. All mobile phones shipped over the past few years support SMS. As a result, the large installed base of SMS phones creates a large addressable market for SMS-based mobile marketing campaigns. MMS uptake is growing as multimedia-capable mobile phones spread in the market. MMS allows mobile users to exchange multimedia messages - typically picture, audio and/or video in combination with text. SMS and MMS services are together referred to as "Mobile Messaging. "The key differences between the two are that SMS is text only, while MMS offers rich media content. SMS communication is supported between different networks and between different countries, while MMS still faces obstacles in many places when it comes to sending messages between networks and countries. However, the stickiness of Mobile Messaging, the enormous reach of SMS and the rich media capabilities of MMS make this channel a highly rewarding advertising opportunity. In recent years, a more robust service called MMS-Multimedia Messaging Service has been introduced. Just as convenient and immediate as text messaging. MMS marketing offers several dramatic advantages. Instead of just plain text, a