

AI-POWERED MOBILE ADVERTISING: EXAMINING CONSUMER ATTITUDES AMONG ARTS AND SCIENCE COLLEGE STUDENTS IN CHENNAI

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ABSTRACT

Mobile advertising has emerged as an important digital marketing tool with the widespread adoption of smartphones. This study examines consumer attitudes towards mobile advertising apps among Arts and Science college students in Chennai City and identifies the factors influencing their attitudes. The study is based on primary data collected from 100 respondents using a structured questionnaire and convenient sampling. Frequency, percentage, Chi-square test, and independent sample t-test were employed for data analysis. The findings indicate that respondents have mixed perceptions of mobile advertisements, particularly regarding entertainment, informativeness, irritation, credibility, and purchase influence. The Chi-square result shows no significant association between gender and irritating opinions towards mobile advertisements. Similarly, the t-test results reveal no significant gender differences in liking mobile advertisements, improvement in standard of living, matching personality and interests, or helping consumers select the best brand. The study highlights the growing importance of mobile advertising as an effective platform for engaging young consumers and provides insights for marketers to develop more relevant, credible, and consumer-oriented mobile advertising strategies.

Keywords: Mobile Advertising, Consumer Attitude, Smartphone, College Students, Digital Marketing, Consumer Behaviour

INTRODUCTION

For a marketer to be successful he has to implement new and innovative techniques in his marketing strategy. One such innovation in the field of marketing is mobile advertising (i.e.) marketing through mobile devices. Mobile is a common device which is in use of almost all the people. In early days it was considered only for the purpose of communication, to be in contact with the people to whom you are close or with the people for business purposes. Now days, mobile phones have become an essential element in our lives and have replaced almost all forms of indirect communication and it has a viral way of message passing device as a smart phone. It is the widespread adoption of mobile phones represents a huge marketing opportunity to reach and serve consumers anytime, anywhere. Statistics tell us that mobile phones in the planet will be more than the people population by the end of 2014 and it also stated that internet usage via mobile phones will be more than that used via desktops and laptops. Mobile advertising offers great opportunities for business. Mobile advertising helps to reach the target by location and by device. The communication proximity to the target customers is an added

advantage through use of mobile devices for communicating offers. Therefore, a marketer who aims to reach consumers beyond boundaries and a marketer who wants his consumers to be informed about the products availability specific to their location can make use of mobile advertising to serve the purpose. Marketers can address the consumers with individualized advertising messages via mobile phones.

- ❖ It can be towards various physical and social aspects like products, brands, models stores, people and marketing strategy.
- ❖ It can be towards imaginary objects such as concepts and ideas.

REVIEW OF LITERATURE

Lei Zhang, Chung Hur (2025), The research on generative AI in advertising found that consumer responses to AI-generated images vary depending on the advertising context and the disclosed purpose of AI use. While AI-generated images received favourable responses in some commercial advertisements, consumers generally preferred human-made images when the source was revealed. The study also found that AI use for privacy protection was positively accepted, whereas cost-efficiency motives reduced trust and purchase intention. The findings highlight the importance of transparency, purpose, and authenticity in using generative AI for effective marketing.

Theodore Tarnanidis (2024), A study on mobile marketing examined its impact on consumer behaviour and purchasing decisions in the context of increasing smartphone usage. The study discussed various mobile marketing tools, strategies, characteristics, benefits, and limitations, highlighting their role in influencing consumer decision-making and purchase behaviour. It emphasized the importance of mobile marketing in developing effective digital transformation and promotional strategies for marketers and businesses.

OBJECTIVES OF THE STUDY

1. To identify the socio-demographic characteristics of the respondents.
2. To determine the consumers attitude towards mobile advertisement.
3. To identify the factors underlying consumer's attitude.

SCOPE OF THE STUDY

In today's age where the mobile phone usage is increasing day by day, the mobile advertising messages reach more consumers. Monitoring consumers' opinions and idea regarding mobile advertising apps in Smartphone and knowing their attitudes are few of the key factors that would render service successful in their target markets with the correct marketing strategies. For this reason, the service needs to observe demographic structures of consumers who are targeted a research audience and to determine whether this is connected to consumers' attitudes in order to recognize the consumers who are in their target after using mobile advertising applications. A successful determination of consumers' attitudes, interests and desires and observing its relationship with demographic factors of the arts & science college students by the service will help them to follow correct marketing strategy applications.

MATERIALS AND METHODS

The present study has employed a well-structured questionnaire to collect the required data which is collected among Arts & Science College students. The data of both primary and secondary sources are concentrated for the analysis. A sample of 100 was contacted on the basis of Convenient sampling method. Frequency, percentage, Chi-square test, Parametric t-test have been used to analyse the collected data.

RESULTS AND ANALYSIS

TABLE- 1 Demographical Analysis

Demographic Profile	Frequency	Percentage
Age - 21years to 25years	60	60.0
Gender -Female	63	63.0
Educational Qualification - PG	45	45.0
Family Income - Rs. 5,00,001 to Rs.10,00,00	37	37.0
Study Time - Full time	79	79.0

HYPOTHESIS OF THE STUDY

1. Association between Gender & Irritating opinion towards mobile advertisement

The association between consumer attitude towards mobile advertisement of the respondent and their Gender category is clearly presented through chi-square test with associated table.
 H0: There is no significance difference between consumer attitude towards mobile advertisement with respect to gender category.

H1: There is significance difference between consumer attitude towards mobile advertisement with respect to gender category.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.690	4	.153
N of Valid Cases	100		

The calculated chi-square is 6.690, with p-value of 0.153. As the p-value is higher than 0.05 significant levels, the null hypothesis is accepted and concludes that gender category does not significant of consumer attitude towards mobile advertisement

2. Association between Gender and Attitude factor

The association between Attitude factor of the respondent and their Gender category is clearly presented through parametric t-test with associated table.

H0: There is no significance difference between gender and attitude factors influence the mobile advertising.

H1: There is significance difference between gender and attitude factors influence the mobile advertising.

Parametric t- test

Attitudes	t	df	P- value
Overall, I like mobile ads	.351	98	.726
Improves standard of living	-.117	98	.907
It matches my personality & interests	-1.423	98	.158
It helps to buy the best brand	-.130	98	.897

(Source: Computed data)

The independent sample t-test results indicate that gender does not have a significant influence on consumers' attitude towards mobile advertisements. The results were non-significant for liking mobile advertisements ($t = 0.351$, $p = 0.726$), improvement in standard of living ($t = -0.117$, $p = 0.907$), matching personality and interests ($t = -1.423$, $p = 0.158$), and helping consumers choose the best brand ($t = -0.130$, $p = 0.897$). Since all p-values are greater than 0.05, the null hypotheses are accepted, indicating that male and female respondents do not differ significantly in their perceptions of these aspects of mobile advertising.

CONCLUSION

The study examined the influence of entertainment, informativeness, irritation, credibility, attitude, and intention on college students' attitudes towards mobile advertising apps. The findings showed neutral perceptions of entertainment and informativeness, while respondents viewed advertisements as somewhat irritating but credible for purchase decisions. Overall, mobile advertising created mixed responses, including awareness, usefulness, confusion, and irritation, highlighting the growing importance of smartphones as an effective platform for reaching young consumers.

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