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Pull Delivery for Advertising System using GPS tracking

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ABSTRACT: Advertising helps in attracting the attention of people and increasing the number of customers. In this paper we have discussed about the 'pull delivery' advertising system which will help the user to get advertise as per his/her requirements. Hence, here, we have an advantage over the push strategy of advertising. The paper also discusses the behavior of online advertisements and comparison to other advertising media.

Keywords - mobile advertisement,LBA,GPS,

I.   INTRODUCTION

Mobile phones have become one of the most usable devices in our day to day life. Rapidly growing telecommunication and computer technology sectors have changed the marketer's world also. Mobile advertising is becoming a hot topic as the wireless networking is developing very fast and as a result of mobile subscribers are increasing worldwide [2]

Mobile advertising aims at providing advertising to users at anytime and anywhere, exploiting the popularization of mobile devices and their unique features like mobility and high targeting. Some see it as closely related to online or internet advertising, though its reach is far greater - currently, most mobile advertising is targeted at mobile phones, that

came estimably to a global total of 4.6 billion as of 2009. As mobile advertising matures, like in the most advanced markets, the user involvement also matures. Mobile advertising was worth 900 million dollars in Japan alone. [1]

II.   LITERATURE REVIEW

III.

3.1 NEED OF MOBILE ADVERTISING

2.1.1. MARKETING POINT OF VIEW

As more of us have access to the Internet and apps through our cellphones and tablets, advertisers are looking for new ways to reach us there. Mobile advertising is becoming a meaningful business, and in some cases a bigger business than online advertising. [5]

It is not just an extension to the web, with the cell phone handset or wireless PDA it is taking the place of the desktop. More over m-advertising is considered as one of the most important application of m-commerce at present. [2]

In addition, Google has benefited from the fact that one main way people use Google on phones is to search for nearby businesses, a prime source of advertising. Thirty percent of restaurant searches and 25 percent of movie searches are done on mobile devices, according to Google. [5]

Mobile Advertising Revenue
Source: MAGNA
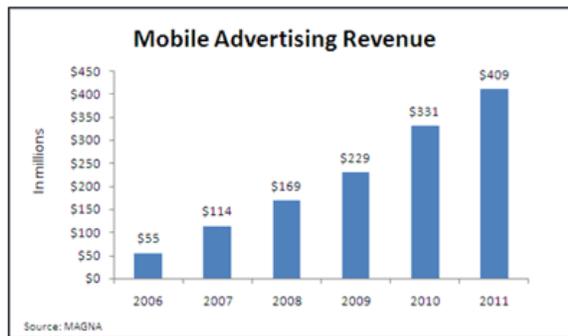
2.1.2. USERS POINT OF VIEW

A consumer-attitude study about receiving text message based mobile advertisements showed that the respondents generally have a negative attitude to receiving a mobile advertisement but their attitudes were favourable if it was received with permission. Similar to previous research, entertainment, credibility and informativeness were positively correlated to the overall attitude, whereas irritation was negatively correlated to it. [3]

2.2 ADVERTISEMENT FACTORS

2.2.1 DESIGN FACTORS.

Design factors are related to the question of how to design the advertisement effectively. They include the size of the advertisement, use of colour, music/sound effects, presence of animation and length of the commercial. Several studies have been performed about the size of the advertisement across different advertising media. It was found that music has a positive effect in the low-involvement condition. According to the study, animated pictures were found to have good effects on an internet shopping site. It could attract consumers' attention and produce good attitudes toward the advertisements or brands. [3]

2.2.2 CONTENT

Related to the design of the advertisement, the content of an advertising message
is a primary factor especially for the marketers and advertising agency. Content is mainly related to the storyline and presentation of the message. The content of the advertisement can be divided into two groups, like cognitive and affective.
Informative messages rely on the cognitive processing of the audience, which is more effective on functional products, whereas affective messages appeal to emotional processing, which is suitable for expressive and playful products. [3]

IV. COMPARISON OF DIFFERENT ADVERTISING MEDIA

Online advertising, which is advertising over telecommunication lines, usually through the internet, enables a bi-directional and individual connection to audiences. It includes web advertisement, digital media broadcasting, interactive TV and advertising through mobile devices. Online advertising has three characteristics; ease of targeting; personalized contents; and interactivity. One of the important characteristics of online advertising is interactive connection. Compared to traditional TV commercials, online advertising works interactively, which has been found to be more efficient than one-way advertising as interactivity improves comprehension of the message the advertisement tries to convey .These characteristics are more significant in a mobile environment because it has highly personalized settings. In the mobile environment, everybody has a personal identification number and mobile devices usually stay with the audience almost all day. Moreover, advertisers can specify both location in order to increase the accuracy of targeting because the location of the audience can be identified. [3]

	Newspaper	TV	WWW	Mobile
Display	Color/grey scale	Color Animated	Color	Color
Mode	Visual/haptic	Audio/Visual	Audio/Visual	Audio/Visual/haptic
Presentation Type	Pull	Push	Pull	Push(MMS/SMS)/Pull
Involvement	High	Low	Relatively High	High
Environment	Mostly Focused	Diverse	Focused	Usually Distracted
Target	Medium	Hard	Easy	Easy
Information	Deatiled	Limited	Detailed	Limited

V.   TRACKING THE USER

Our system also includes GPS which will help to track the users accurately. The Android GPS can get a location without cell towers. It is common to think that a cell phone can't get a location without cell service. In fact, if you ask the average employee of your cell service provider if you can use the phone's GPS without cell service, they will say no. It is often beyond their comprehension that anyone would want to, plus they want to sell you software that uses an expensive data plan. An Android phone has a real GPS chip in it, which can get the location from GPS satellites.

VI.   LOCATION BASED ADVERTISING

We have used Location-based advertising (LBA) which is a form of advertising that integrates mobile advertising with Location Based Services. The technology is used to pinpoint consumers location and provide location-specific advertisements on their mobile devices.

There are two types of location-based services in general, i.e. push and pull.

The push approach is a not requested service (opt-out) as this allows advertisers to target users until the users do not want the ads to be sent to them

In contrast, the LBA pull approach, users can directly search for information by entering certain key words. The users look for specific information and not the other way round. For example, a traveler visiting India could use a local search application on his/her device to find the nearest local restaurant in Delhi.

For this, users interact with local, typically mobile sites or applications and are presented offers in a standard pull advertising model. Location-based advertising companies like go2 Media aggregate local listings from yellow page companies, local directories, group discount businesses and others. Users are presented these ads as display advertising integrated with publisher content or search advertising in response to user queries[6]

VII.   PRIVACY

Permission of customer is very essential factor in mobile advertising. He also refers that permission based advertising reduce the possibility of spamming, that annoy the customer and for which customer sometimes delete messages without reading and which may create a negative attitude toward a brand. By pull strategy both consumer and company can be benefited. With this type of marketing, customer will get more and more relevant advertisements to their interest . [2]

VIII.   FUTURE SCOPE

Future scope may include push delivery of the ads to the user, advanced usability options like ‗recommend a friend‗, ordering of commodities from the cell phone itself, and client side payment for advertising. The scope of the application can also be extended as the user changes his demography.

IX. CONCLUSION

Our system holds strong promises to become the best-targeted advertising medium offering fresh ways to target messages to users that existing advertising channels (e.g., television, radio, print, and mail) cannot do currently.

X. ACKNOWLEDGMENT

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