

RESEARCH ARTICLE

The Use of the Smartphone Improves Targeted Advertising on the User's Location

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Abstract : Location-based advertising is a sector of communications industry where GPS technology is used in advertising products and services that are in close proximity to people. It is an effective approach of presenting offers, advertising and information that are within the reach of a person and therefore is likely to be useful. Nowadays, there is lot of forms of location-based advertising. Ads are displayed on a smartphone when downloading and using applications and many of them are designed for this purpose. Although they manage to reach people efficiently, they are quite limited. According to our observations, many people feel too targeted with advertisements. Some people have faced technical issues with these GPS-based mobile advertising applications. Some applications have caused a violation of user privacy. A comprehensive analysis of these applications was performed and the results were used to understand the requirements of an informative mobile application.

Keywords: *Mobile advertising, Digital advertising, Mobile applications, Smartphone.*

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Introduction

Location-based advertising is a way to deliver advertising content through location-based applications. Location-based advertising reach people through an effective means such as the smartphone. With the advent of this device, people can use faster and more efficient ways to get almost all information and knowledge. Those days, when people had to ask for directions to a certain location or look for offers and ads, are gone. However, there is a diverse range of attitudes observed among people towards location-based advertising using mobile applications and technologies.

There are a multitude of applications on the market that are part of mobile-based advertising and that cater for location-based services. They are widespread and are used globally. From Foursquare, a location-based social network application that contains information about places to visit, to Zomato with a collection of restaurants, these applications have provided a breakthrough in mobile advertising. Using this information, an in-depth understanding of people's requirements and attitude towards location-

based advertising trends was recorded and displayed. An attempt to solve current problems with the help of applications, to achieve a satisfactory level of digital marketing and to develop long-lasting customer relationships has been made.

Foursquare

Foursquare is a popular location-based service that expands globally. This application is used by over 20 million people in order to connect with friends and visit new places. Foursquare is useful for keeping up with the places of a certain location. It also has features that show the current location of neighborhood friends using a concept called 'check-in'.

The controls are used as a person visits a particular place. In addition, you also have the opportunity to evaluate and provide suggestions on the place. Foursquare has undoubtedly helped many companies and people. However, despite its success, it has many drawbacks mentioned by its users. Foursquare tends to become a violation of privacy when a person's location is revealed

through check-in. Since the purpose of Foursquare is also the promotion of location-based services, we can never be sure of the ratings and suggestions as it could be spam. It can be very inconvenient and even dangerous to show a person's location.

Zomato

Zomato is marked as the ultimate restaurant finder that finds and displays all the restaurants that a person is looking for. Moreover, it allows people to rate the particular place and share your impressions by posting photos. It is the most popular location-based service. The success of these applications concerns an essential aspect of how location-based advertising using mobile technology is of great importance, especially for the future.

Theoretical and Review of Literature

Smartphone addiction has become a global phenomenon. Nowadays, people spend most of their daily lives on smartphones and mobile devices. Millions of consumers constantly check their smartphones day and night, while they are with family or friends, during a business meeting, and even while driving. The growing penetration of mobile devices and widespread mobile connectivity have changed the decision-making of consumers and as a consequence their purchasing behavior. Consumers use their mobile phones for different purposes, such as searching for information on the web, planning shopping before going to the store, creating a shopping list, comparing prices, purchasing goods and services, post-purchase activities, and etc [1].

Existing literature considers mobile technologies to be a resource for helping consumers makes better decisions, reducing research costs and improving the quality of consumer choice. The mobile phone has the same advantages as the online channel, with additional advantages due to the features of smartphones. Mobile devices enable consumers to shop online and offline in an innovative way through instant price comparison, reading reviews from other customers, and evaluating non-digital components in a physical store [2]. Due to the rapid growth of the mobile channel, supported by the easy use of the Internet, a lot of research on mobile marketing strategies has appeared recently. Researchers have defined several mobile

marketing practices, such as mobile communication, coupon targeting, e-mail and messaging, mobile website creation and management, mobile word-of-mouth, mobile social network management, mobile customer support, and mobile shopping [3-2-4].

Fashion retailers and luxury brands are aimed to the future, introducing visible, readable and manageable content for all mobile users and developing mobile fashion apps and social networks [5]. It is a factor that needs to be necessarily considered when talking about the growing expansion of Social Media, and it concerns the exponential spread in the market of so-called mobile devices. In particular, according to the data published by the We Are Social Digital 2020 Report, the number of people who own a mobile device is equal to 5.19 billion; while the number of Internet users who actively use Social Media through these devices is equal to 3.8 billion users.

Therefore, it can be deduced that the success of Social Media is facilitated, in particular, by the widespread use of mobile devices. The devices most used by Internet users are smartphones and tablets, the main characteristics of which are personalization and easy adaptability of content. Considering the research report of the 2020 'Mobile Behavior: Combining mobile device tracking and consumer survey data to build a powerful mobile strategy', the main activities carried out at least once a day on mobile devices, are the following: checking e-mail (91%) sending text messages (90%).

These 2 actions represent the most common activities among smartphone users, while accessing emails (69%) and searching for information on the Internet (70%) are the most common activities carried out on other devices. Tablets are used more frequently than smartphones for passive activities, such as watching a video (40%) or listening to music (35%).

Therefore, today's user appears to be very active on Social Media using mobile devices. These factors represent important opportunities for the companies, which have realized that the mobile revolution is considered to be a great opportunity to implement strategies that aim to create, maintain, and strengthen relationships with current and potential customers. Therefore, while elaborating business plans, in

particular, for Social Media Marketing activities, companies pay more attention to technologies, applications and new tools operating in the system of mobile device technologies.

Research Methodology

A survey was conducted among a random group of people to analyze their opinions on location-based advertising. The answers were analyzed in two stages. At the first stage, it was necessary to find out if the interviewed used and were already open towards existing location-based services, then to find out if they were open towards advertisements. Using this randomly generated information, some conclusions were drawn. A list of conventional issues that have occurred using these applications has been created. More than 50% of the survey participants used these applications to their advantage. An average score of 7.6 was given on the 50% of users. Some issues recorded are as follows

- Information is sometimes useless, out of date or not useful.
- Service numbers have not been updated or correct.
- Sometimes, people complain that these apps contain too many advertisements or offers.
- Some of these applications have caused a violation of privacy

The second stage of the research was to find out if the information in pop-up forms aroused interest.

These Are the Four Choices

- If the information is needed, the user looks for it.
- If the user is pop-up advertisement friendly.
- Whether the user has encouraged pop-up advertisements depending on his mood and requirements.
- Whether the user's attitude depends on the relevance of the advertisement.
- Analysis of the common attitude to mobile advertising using pop-ups.

According to the research, most people feel satisfied with applications under certain conditions. Therefore, many people were not open towards advertising. Thus, we have concluded that pop-up mobile advertising is

an inefficient way as it is difficult to build, not widely accepted and irritating. Thus, it is necessary to create another method, in which the user is informed without disturbances and problems.

A new mobile application model eliminating the need for pop-ups and using push notifications with essential advertising information instead is provided. The mobile application is designed to be informative, so that the correct information reaches the right customer base at the right time. Once installed on the mobile, the application identifies the location of the device using the Global Positioning System technology. The user is enabled to set the frequency of the push notification messages and also the type of ads he/she is looking for. Thus, while traveling, the user may encounter new advertisements and offers in the locality where he/she is at the moment.

While keeping users informed about the market, at the same time it also protects their privacy and allows them to choose which information should reach the device. Elimination of pop-ups is a perfect idea because it does not interrupt any essential activity on the device and allows the user to avoid discomfort. Push notifications are a subtler way to send advertising information according to people's location. Push notifications are small messages with short advertising information.

They are easier to manage and less likely to cause irritation. Push advertisement work like any other application push-messages: they can be controlled at a certain level. Push-notifications are controlled by the server. These messages and advertisements are placed on the server based on their area and type of advertisement. If a user is in a certain area and the settings of his/her mobile phone are open to ads, push messages are displayed.

If a user does not want to get advertisements at the particular time or get the particular type of advertisement, he/she also has the option to change the settings. The function of the application is quite similar to other news or mail applications that send push messages. Hence, the application is designed to be more simple. In general, the purpose of the application is to produce new and informative advertisements related to a

certain location in an easy-to-use manner from nearby devices. However, the above is only the expectation and needs of a perfect mobile application model. The possibilities are endless and the limitations have been studied since the design and modeling of such applications are complicated and time-consuming.

Limitations

- These types of advertisements can be easily ignored as they are not fascinating.
- The design of such an application is extremely complex.
- Design and implementation can be expensive. Such kind of application also requires high level of maintenance.
- Efficiency, routing technique, and content should be evolved to push messages appropriately.

Limitations of Research

The Limitations Discovered during the Research can be Summarized as Follows

- The results of the survey are an approximation and subject to minimal mathematical errors.
- The mobile application model is just a perfect offering of an informative mobile application aimed at users and business growth. Therefore, it is subject to a lot of design issues.
- Information access limit for mobile application development projects.

Results and Conclusion

The great potential of targeting, contextualization, and interaction and location service enabled by mobile devices allows mobile advertising to be integrated into a communication plan, increasing its effectiveness. Mobile advertising can have many forms, but users typically see it while browsing the mobile web, using apps or playing games. Therefore, digital advertising is a great opportunity for companies that, being aware of this aspect, are shifting the budgets of offline advertising to the online one. Today, companies are increasingly thinking about the concept of user engagement. It is a competitive advantage of great value as companies are increasingly aware of themselves and will be even more aware in the future of the importance of

involving the consumer in choices and exploiting this advantage through strategies aimed at communication. Through digital advertising strategies, a company close to users engages them in a dialogue, shares the news, challenges them by making suggestions to do a better job and helps them when they are in difficulty. All this is achieved by offering users information and services when and where it is needed. Users feel like a part of a company, feel important for a company and put trust in it.

This trust implies that a user will speak positively about the company to his/her friends, highlighting the fact that it meets his/her needs. Since we, as users, are able to attach importance to the suggestions of friends, it is obvious that, if a friend talks positively about a company, we can experience the same emotions and this brings us to the company. This whole process represents an added value for the company which is able to attract other users without effort, those, who they have never been able to reach before. Digital advertising strategies are suitable for any type of business (small - medium-large) and for any business sector. Digital approach has revolutionized communication and eliminated many obstacles that small businesses had in offline communication strategies as they were very expensive.

In order to implement a communication strategy through mobile applications, a large budget is not required, but just a little knowledge of the web and its tools can be useful (blogs, social networks, wiki, podcasts, etc.). Companies should understand how they can take advantage of the communication channel represented by mobile applications to acquire information from the target market and create innovative experiences for customers and specific strategies, identifying the best way to increase the performance of digital advertising by means of social platforms. Finally, the use of mobile applications brings the company closer to users and offers information and services in the territories where they are needed [6-13].

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