

# **The Study of New Digital Adaptation In Marketing through Chatvertising And Their Impact On Young Consumers Mind**

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## **ABSTRACT:**

The study is based on new digital way to advertisement of product in age of digital marketing. New age, new market, new technology and new marketing change the way of organization business presentation. The significance of marketing strategies lead the new era of growth who contributions to the nation's economic growth, the new business introduced some solutions to increase the practice of marketing. They efforts to encourage public and privet enterprise to adopt new modern app marketing as a tool to be take a competitive marketing in global marketing. This paper is concerned about the study of tool regarding modern marketing and promotion as social media marketing or app marketing through android or window phone chat applications. We called chatvertising (chat advertising) .chatvertising is a form of marketing or promotion which use chat application as a tool of communicating commercial or fund raising messages to an audience.in this paper ,there are a systematic review on its advantages and disadvantages.in addition the study also focus on the impact on young generation through chat applications on mobile phone.

**Keywords:** Chatvertising, marketing, youth impact, android and window phone.

## **INTRODUCTION:**

A new wave of advertising may be upon us in the form of chat bots, writes WSJ tech columnist Christopher Mims. Services like WhatsApp and Facebook have been popular for quite some time, but new chat apps are cropping up, designed with brand engagement in mind. Kik , whats app and line is such service, most popular among teens in the India. eight in 10 Indian teenagers are active on Kik, whats app, line and these users are already "chatvertising" Ask any technology investor, industry, organization, marketers advertising companies what the hot area is today for marketing, and they'll tell you "mobile". Indeed, more people own a smartphone now than ever before, and that number is growing every day. Today we live in a technology era there maximum population of different- different age group use smart phone.

Currently, the App Store has around 1 million apps, and it adds about 20,000 apps per month. In total, there have been over 50 billion app

downloads. The Google Play Store has over 1 million apps, and there have been over 50 billion downloads. So, it's a big market with a large user base for both iOS and Android.

Internet-based android App world (social media on android or window phone) has made it possible for one person to communicate with hundreds or even thousands of people around the world. Social media has exploded as a category of online discussion where people create content, share it, bookmark it and network at vast rate.

## **Review of Literature:**

This research will give an overview of the importance of chatting app in present scenario. The word chatvertising come from chat +advertising =chatvertising.

Reddit's (2014) In this paper presented the revolution of telecommunication and android world the big company uses different promotional strategies.

Krishan Kant( 2014) examine big advertisers are using next-gen messaging apps, Snapchat, kik, tango,

line and WeChat and YouTube and Facebook. With little fanfare, the most popular chat app among teens in the world launched a feature that could be the future of advertising or, at the least; it marks the dawn of a new age in how brands engage. People conversing directly with brands via boots' call it chatvertising.

Another article says about chatvertising that is marcom Madman(2014)" found what native advertising in chat apps looks like," writes Mims. "And chat apps, we keep hearing, are the future of social media.

I study above article on advertisement on android app and analyze the effect on the mind on consumer.

### Research problem:

The research problem in view is the role of chat application in promoting product. The promotion activities perform by the various organisations for awareness of product or services through android chat app. the paper also determine the impact of chatvertising on youth purchasing behavior.

### Research methodology:

IN view of the objective of this research which is titled above, a simple sampling as research design has been adopted to study the chat app advertisement effectiveness; a structured questionnaire covering effectiveness of different segment.

### LIST OF BIG COMPANIES WHO HAVE AN OFFICIAL ACCOUNT ON LINE APP FOR ADVERTISE ITSELF :

<b>1.shopping</b>	<b>5. Brands</b>	Sony music in	<b>9.news/tool</b>
Snapeddeal	HTCampus	Sony liv	IND-ENG translator
Flipkart	Sony India	Sony music south	ENG-IND translater
Café coffee day	Opera Mini	Sony music Punjab	Danik jagran
eBay india	Intel software India	BookMyShow	BBC HINDI
Printvenue	Freecharge	Lough on line	Line rewards
Fabfurnish.com	Opera mini India	Comedy night	LINE weather
Foodpanda india		Only my health	BBC News
Jabong india	<b>6.Media</b>	Smart line	Line Santa Claus
Groupon	Muzik247	<b>6.sport:</b>	Bollywood masala
	Sab tv	NBA India	India News 24x7
<b>2.travel &amp;leisure</b>	Absolute Bollywood	Chelsea FC	Line India
Happytrip	Jagran josh	Manchester united	

Sample size: no. of total respondent is 150 out of which 100 respondent fill the questionnaire. The response rate of the study is 66% and all the respondent related to Kishangarh town of Rajasthan.

### Sources of information:

This research includes of data from both primary and secondary sources. The primary data has been collected by conducting a survey among the sample of segment .the secondary data collected from various article, journals and internet.

### Scope:

This paper is mainly limited to the student and persons of kishangerh town in ajmer.

It provides the details of use of chat app by smart phone users.and effect on pershasing through chat app.

### App marketing and its function:

Line app : line is one of the famous app use by the teenagers in India for chat. Many companies like jabong.com, Sony, flipchart, snapeddeal, mobikiwik, pizza huts, just rechargeit.com(first finger first contest ) and film producer using line for advertise their upcoming movies here in forms of movie stickers. You share movie stickers on group chat and win movie tickets and talk time on your sim network. Reward point or line rewards, promo code, line India is another official account on line app for advertisement.

<b>3.Game :</b>	Wall street journal	Line saports	
Disney tsum tsum	Vh1 supersonic	Goal india	
		FC Barcelona	
<b>4.Public services</b>	<b>7. Entertainment</b>	Real madrid C.F	
Unicef India	Bolly & Beyond	Rafa nadal	
	ANTM		
	Sony music India		

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### Whats app:

Recently Whats app started advertisement on application in this above the dialog box were we wright the message one small window show in this companies like snapdeal flip kart present advertisement.

### WeChat

China's popular app is not just a chatting tool. It has ventured into e-commerce and, with Tenpay, the payments service from parent company Tencent, mobile money. Major brands like Burberry and PepsiCo have launched campaigns on the platform. McDonald's ran a "Big Mac Rap" contest. WeChat is wary of turning off users with excessive sponsored content, and its private group chats can keep brands in the dark about feedback. But IPG predicts the app will expand further into online-office retail connections -- and further westward.

### Facebook:

Facebook use high level of advertisement on Facebook site or chat application. All e-commerce company like flipkart, snapdeal, jaboung.com, ebay, amazon, shopeclose, olx, queker, etc advertise adds on facebook app and site.

### Chatting application on smart phone:

Line India , Whats app, Kik , We chat, Hike, Tango, Facebook messenger, Jio chat, free local dating chat, Chat room ,Chat on, Yahoo messenger, Omegle chat, Chat me, Keep chat messenger, Nimbuzz messenger, Imo free video chat, Skype chat, Snapchat, Viber messenger,

BBM chat, 9chat, Ilove chat, ICQ free video chat, Telegram, U chat, Zooks dating app, Hi chat messenger, Mingle social &live chat, Galaxy chat, Stranger chat, Easy chat, Agent chat, Quest chat, Glide video chat, Shadow chat, Blendr chat app, Smiggle chat, Lol chat ,X random chat, Le chat, Chat hour, Wallpaper chat, Upp talk free calls and chat, Hangouts, Orange chat, Whatsmileys, Zopim live chat, Itzme chat, Frim chat for friend, Chatimity chat room, Tiny chat etc. are the chat app on google play store were you install this app on your android, ios or window phons.

### Result and findings:

#### Chatvertising effectiveness:

Finding show the high level involvement and uses of chatting app on the entire age group or income group segment. The android mobile is reachable poor to rich users because of android phone available at low to high prices. Android or window mobile started at the price of 2000 Rs. And users install chat app through google play store.

**Chatting app' activities:** The result shows that Whats app was the most popular social media chatting app among the participants (98.83%), followed by Facebook messenger at 17.50%, WeChat with 9.73%, line app at 15.95%, and 2.72% of the respondents had other chatting app Kik, hike, and telegram.

In addition, 65.76% of respondents had two account with a chatting app, 25.29% had one accounts, 7.39% had three accounts, 0.39% has four accounts, no respondents had all five chat app , and 1.17% had no account on any of the chat app.

For respondents who were on Facebook, 0.79% had the account for less than one year, 9.49% of

them had owned the account for one to two years, 56.53% of the respondents had the account for between three to four years, and 33.20% of them had been with Facebook for more than four years. Among the 45 participants who had WhatsApp accounts, 61.36% of them had the account for less than one year, 31.81% of respondents had the account for one to two years, and 6.81% of them already had Twitter for two to two & half years. Only 44 respondents had a Line account, of which 30 of them had it for less than one year and 14 had the account for one to two years. Only 40 respondents had a WeChat account, with 37 of the hike or kick users owning their accounts for more than one year, and 2 respondents for one to two years, and only one respondent had WeChat account for half years.

When it came to their skills at using chatting app, 63.03% described themselves as average users, 33.85% as expert users, and 3.11% as beginners.

As for their involvement with any brands/companies on android chatting app 71.14% of the line users were *fans* of brands/companies, but only 38.63% of the Facebook users *follow* brands or companies. The fact that respondents were loyal consumers seemed to be the most popular reason of why they would *follow* or become a *fan* of the brand or company, with 46.73% of Facebook users and 82.35% of line users.

Only 3.28% of respondents who *follow* or were a *fan* read all postings or messages from their "favorite" brand, 65.57% only read the one that they were interested in, and 31.15% never read any of the postings or messages. Lastly, participants were asked the degree of influence between their chat advertising or marketing activities/membership and their buying decisions; only 20% of respondents were highly affected, 30% were somewhat affected, 25% were neutral, 12% were somewhat not affected, and 31% were not affected at all chatting app advertisement.

### Conclusion:

The study examined the influence on consumer's purchase behavior with a approach of chatvertising. Promo code, payback points, cash coupon create a impact on consumer mind. Today youngster had chat syndrome. the regular update their status or post any new activities of his or her life. Like new bike, new laptop, new car ,new

collage any event of individual life are social through social chat app.

Today scenario business owner understands the importance of online marketing. Marketing a business on the web or android app implies leveraging social media to create a lot of buzz in relation to a brand. Android media platforms offer immense possibilities for fostering relationships with consumers in an online environment. This study suggests different approaches for online marketers and managers looking to invest in advertising on social chat app on smart phone, Ios phone and hence improve their ads' performance regarding clicking the advert and generating positive reactions towards it. One approach implies understanding the sources of trust in online information provided by sources social chat app users may or may not know, and how their concern for privacy influences their reactions to online chat app advertising.

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