

Factors having an impact on consumer attitude and intention towards the mobile advertisement

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Abstract

The rapid increase in the mobile phone usage opened new opportunities to the marketers, who are operating mobile phone as a communication instrument to disseminate their brand's messages and this is known as mobile phone advertising (MPA). The main aim of this study is to pinpoint the effect of different factors on consumer attitude and intention to accept mobile advertising. In this explanatory research a data of 400 smartphone users from Karachi was gathered through a self-administered questionnaire selected by using convenience sampling approach. This study used SEM analysis on AMOS to obtain empirical findings. The findings of the paper suggest that consumer attitude towards mobile advertising (CATMA) positively influence the consumer intention to accept the mobile advertising. This paper also verifies that perceived usefulness (PU), perceived ease of use (PEOU), entertainment, credibility have positive impact, while irritation has a negative impact on CATMA. Besides, Informativeness showed no effect on attitude of consumer towards the mobile phone advertisement. Thus, this research suggest that marketers should do maximum efforts to influence the consumers' attitude positively, as this would ultimately enhance the mobile advertising acceptance (penetration).

Keywords: TAM, Mobile advertising, Intention to accept mobile advertising, Structure EquationModelling.

1. Introduction

The high pace advancement in the mobile technology make it a lucrative platform for brands promotion and giving companies new promotional opportunities to convey messages to greater number of consumers. The exponential rise in mobile usage brought out new channel of communication for marketers, when planning promotional mix to reach the customers (Aydin, g. 2017). Advancement at communication technology has helped the marketers to use new marketing tactics and tools in the promotional campaigns (Gutierrez, 2018)

Nowadays, people use mobiles for different type of communications services, such as receiving / sending text messages, data sharing, location-based services, graphics, music, videos (Muk & Chung, 2015). The mobile phones marketing has gained importance rapidly because of users' availability at any moment and at any place. The use of wireless technology makes mobile advertising more attractive, while devising the marketing strategy. Currently, it was noticed that mobile advertising got marketers' preference as the advertising tool ((Lamberton & Stephen, 2016). It's easier for the consumers to carry their mobile phone with them, even when they are not staying at home / offices. This is crucial to the advertiser to calculate the customer's attitude and opinion regarding mobile marketing, as it would be more helpful for them to use this tool effectively. It has also been disclosed that mobile advertising helps the marketers to cover the wide range of audience (Barwis and Strong, 2002).

The emerging trend of mobile advertising in Pakistan requires a good understating of consumer behavior towards mobile advertisement. It has got substantial attention of researchers in recent years, especially regarding end users' attitude and their acknowledgement of mobile advertisement (Grewal et al., 2016). This research would try to investigate the factors which may be influencing the consumer attitude and their preference towards mobile advertisement. This understanding would help the marketers to design their advertising campaign and include the attributes in the content which make it more acceptable for the consumers.

2. Theoretical background

2.1 Technology acceptance model (TAM)

TAM is the referred as among the most influential model to describe people technology acceptance. TAM described that there are two primary elements that compel an individual to adopt the new technology; PU and PEOU (Davis, 1989). In early days, TAM was adopted specifically in the IS management but after many researches it has been demonstrated that TAM can forecast the customer adoption of mobile

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advertisement (Bouwmanetal.2007). Therefore, the technology acceptance model is extended in this research for assessing the effect of Entertainment, Informativeness, Irritation, Credibility, PU & PEOU on consumer attitude and consumers' intention of accepting mobile advertisement.

"Mobile advertisement" is kind of communication through handset to the target audiences. Mobile advertising has many types and its popularity is increases over period of time. It was predicted that the profit generated from these tools will raise rapidly in the near future. (Mobi thinking, 2013)

Attitude towards the MPA is explained as the individual evaluation and guided feedback towards the mobile advertisement in an approvable or refusal manner in general (Chowdhury, 2006). The success of MPA is directly related to its acceptance by the targeted population. In developing countries mobile advertising is still new tool for the marketers (Laetitia, 2010), so marketer need to know the factors which may influence the users' intention of mobile advertising acceptance. It was reported that consumer attitude and consumer intention to accept mobile advertisement has a significant relationship, and it has also been known that intention influence consumer behaviors significantly (Tsang and Liang 2004). In a study Malkanthie (2018) reported that the products are bought due to mobile advertising but companies usually do not seek permission from users of mobile phones before sending MPA to the consumers, which may irritate the consumers.

2.2 Perceived usefulness (PU)

Perceived usefulness is people's belief that the product will support them to do their work better or not, which helps people to decide whether to use the product or not (Pfeffer, 1982). Focusing perceived usefulness can support marketers to reduce customers' irritation towards mobile advertising, resulting positive customer attitude towards mobile advertising (Jose, 2013). Perceived usefulness has been used as a stimulus of intention to use in many studies (sandra, 2010) and found to have a significant impact on it (Viswanath, 2000). PU is the most influential factor of intention, whereas attitude turn out the clear mediator among the PU of mobile advertisement and its acceptance.(Jose, 2013)

H1: The PU has a positive impact on consumer attitude towards mobile advertisement.

Perceived ease of use (PEOU):

PEOU can be referred as the peoples' belief about the particular product that the using this product would require less effort (Pfeffer, 1982). One of the previous study result support that PEOU of particular system will increase the user acceptance (Raafat, 2005). Marketers should identify the external factors that impact the PU towards the acknowledgment of particular mobile advertisement.(Nafsaniath, 2015). Study found that PU was more strongly linked towards the acceptance of mobile advertisement than the PEOU (Abdulla, 2016)

H2: The PEOU has a positive impact on consumer attitude towards mobile advertising.

2.3 Entertainment

The entertainment factor was founded to be the utmost important element among many factors, having a significant impact on CATMA (Aydin, 2017). The consumers refer entertainment as how enjoyable and pleasant the message is. In a survey, (Xu, 2007) found that more entertaining advertisements were ranked higher by most of the consumers. Entertainment leads to the high level of consumer involvement and satisfaction and also have a positive effect on consumer mood. (Nasco, 2008) reported that more entertaining and funny mobile messages are more likely to increase the purchase intention. Study suggest that marketers needs to be work on entertainment to satisfy the consumer desire of pleasure (JAMES, 2014)

H3: The entertainment factor in mobile advertisement has a positive impact on CATMA.

2.4 Informativeness

The information delivered to the selected customer through mobile advertisement should be accurate, quickly accessible and useful for the customers (Daugherty, et al. 2008). Informativeness factor in mobile advertisement helps to obtain customer satisfaction and also positively affect their buying decision (JAMES, 2014). Informative content used in the mobile advertisement support marketers for creating the right awareness about the brand, product and service offering (AKTAN, 2016). In the previous studies

information provided in the mobile advertisement was founded to have a symbolic impact on consumers attitude (Patricio, 2013) and the provision of accurate information leads to positive result such as person buy mobile from store after receiving the mobile advertisement (David, 2007).

H4: The Informativeness factor in mobile advertisement has a positive impact on CATMA.

2.5 Irritation

Irritation is the only dimension of MPA that creates the negative impact on customer attitude (Altuna, et. al., 2009). Irritation refers things that create unhappiness, annoyance and intolerance and it is one of the biggest issue which compel people to criticize the mobile advertisement. Companies used mobile advertisement because it is the cheapest method of advertisement without considering the receivers of these ads (Nattharika, 2009), but when the freedom of the people is intruded, they take it as invasion in their privacy which irritates them and they respond negatively (Rittippant, et. al., 2009). In a study (Madawa, 2014) reported that negative impact of irritation enhances the rejection intention in consumers' mind, which can be reduced by taking permission from consumers.

H5: The Irritation factor in mobile advertisement has a negative impact on CATMA.

2.6 Credibility

This study focusing about different factors having impact on CATMA, it was reported that credibility is the element that has a positive leverage on CATMA (Rudaina, 2012). Credibility is the customer trust and confidence on the advertiser, regarding the advertising claims shown in ads about their brands (Chowdhury et al. 2006). In a research finding (Humayun, 2006) reported that advertising medium also influence the consumer perception about the advertisement credibility and people perceived internet messages less credible than the print messages. The marketers using mobile advertising need to understand that to increase the value of mobile advertisement, credibility plays an important role. The higher the customer perceive the mobile ads credible, the higher chance to increase the mobile advertisement value and acceptance (Okazaki, et al. 2007).

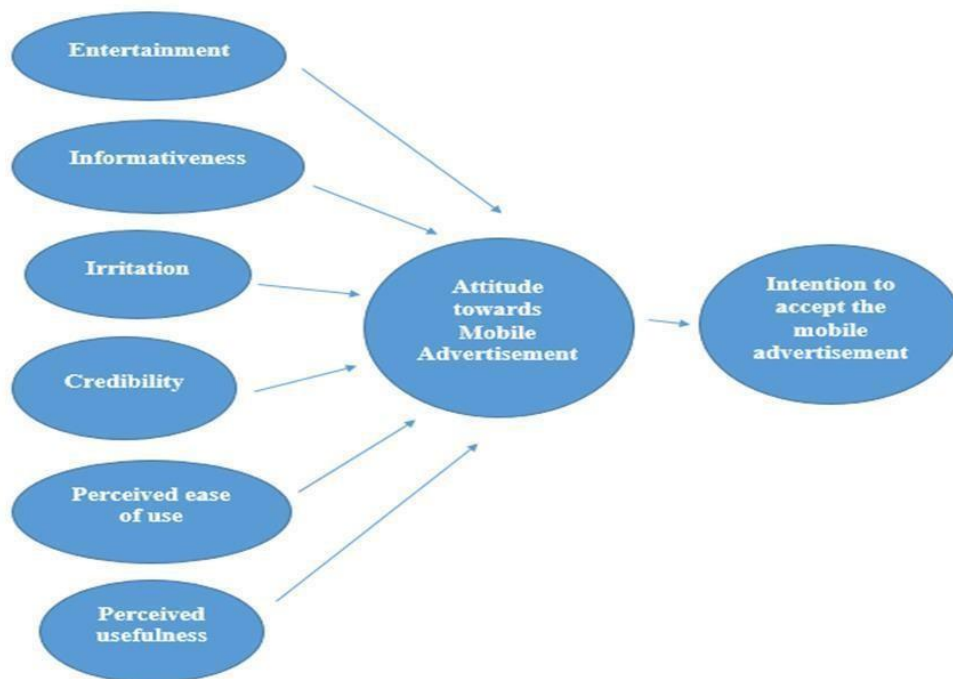
H6: The credibility factor in mobile advertisement has a positive impact on CATMA.

H7: Consumer's attitudes toward mobile advertisement affect consumer intentions to receive mobile ads.

3. Methods

3.1 Sample and data collection

This study is focusing to find out the factors having an impact on CATMA, which results the higher intention to accept the mobile phone advertising. Being a quantitative study deductive approach was followed in the research. The targeted population of this study are the users of mobile phones, living in Karachi. A sample of 400 respondents was considered to be appropriate for this study (Sekaran, 2011) and online questionnaire was distributed among the targeted population by using digital platforms (emails, SMS, WhatsApp groups, Facebook contacts etc).



Questionnaire had two major portions, the initial part was developed to collect demographic information of participants, while second part had questions related to variables in the research framework. Non-probability random sampling base method was used to collect data and it took around 23 days to obtain the desired number of responses. Initially 411 total responses were collected but during the initial scrutiny 23 were found unsuitable to include in the analysis (incomplete / outliers), leaving 388 respondents. The 388 respondents were having the following demographic details: 173 (44.5%) were males and 215 (55.5%) were females; 254 (65.4%) were aging between 18 to 25 years and most of them were university going students, 123 (31.8%) were aging between 26 to 34 years and 11 (2.8%) respondents were aging above 35 years. Majority of the people having age 25 and above were office employee / business executives. The details are shown in table # 1

3.2 Measures.

Measurement scales used in the questionnaire were taken from earlier studies to find out the consumer response for each factor of mobile advertisement. All the measurement scales were rank on 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Entertainment was measured by using a 3 items scale of Tsang et al., (2004); Informativeness was ranked by using 6 items scale of Tsang et al., (2004); Irritation was measured by 4 items scale of Ducoffe (1996); Credibility and PU were measured by 3 items scale of (Paul.A, 2000) and 5 items scale of Karjaluoto et al. (2012) respectively; 4 items scale of Taylor and Todd (1995) was used to rank Consumer Attitude; PEOU was measured by 5 items scale of Karjaluoto et al.

(2012) and Consumer Intention was measured by using 3 items scale of Taylor and Todd (1995). Although all the measurements were taken related literature but the reliability and validity were checked and has been reported in result section.

Table1: Demographics

DEMOGRAPHICS	POSSIBILITIES	FREQUENCY	PERCENTAGE
GENDER	MALE	173	44.5
	FEMALE	215	55.5
AGE	18-25	254	65.4
	26-34	123	31.8
	35 and Above	11	2.8
OCCUPATION	STUDENT	209	53.8
	EMPLOYESS	90	23.2
	STUDENT AND	64	16.5
	EMPLOYEE		
	BUSINESS	25	6.5
	EXECUTIVE		

NO	ITEMS	Factor Loadings	ALPHA
ENT-1	Mobile advertising is entertaining	0.854	0.901
ENT-2	Mobile advertising is fun	0.891	
ENT-3	Mobile advertising is pleasant	0.846	
INF-1	Mobile advertising is a good source of up-to-date product information	0.787	0.909
INF-2	Mobile advertising provide timely information	0.816	
INF-3	Mobile advertising makes product information immediately accessible	0.760	
INF-4	Mobile advertising is a good source of product information	0.830	
INF5	Mobile advertising is a convenient source of product information	0.808	
INF-6	Mobile advertising supplies relevant product information	0.713	
IRR-1	Mobile advertising is irritating	0.773	0.855
IRR-2	Mobile advertising is deceptive	0.793	
IRR-3	Mobile advertising is confusing	0.637	
IRR-4	Mobile advertising is annoying	0.876	
CRD-1	Mobile advertising is trustworthy	0.830	0.879
CRD-2	Mobile advertising is believable	0.889	
CRD-3	Mobile advertising is credible	0.800	
PU-1	Through mobile advertising I receive timely information	0.731	0.885
PU-2	Through mobile advertising I receive exclusive information	0.781	
PU-3	Mobile advertising saves me money	0.669	
PU-4	Mobile advertising saves me time	0.781	
PU-5	I can benefit from mobile advertising	0.849	
PEU-1	Mobile advertising is easy to use	0.792	0.889
PEU-2	It is easy to become skillful at using the mobile advertising	0.814	
PEU-3	Mobile advertising is flexible to interact with	0.760	
PEU-4	My interaction with mobile advertising is clear and understandable	0.758	
PEU-5	It is easy to interact with mobile advertising	0.740	
ATT-1	I like mobile advertising	0.855	0.908
ATT-2	I think mobile advertising is an interesting thing	0.847	
ATT-3	I think mobile advertising is a good idea	0.792	
ATT-4	Mobile advertising seems something positive to me	0.858	
INT-1	I will use mobile advertising to consume whenever I have a chance	0.795	0.873
INT-2	I intend to use mobile advertising for shopping after I receive it	0.837	
INT-3	I expect to use mobile advertising to purchase after receiving it	0.851	

4. Analysis and Results

4.1 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) and Structure Equation Modeling (SEM) were run to analyze the data and check the hypotheses. Initially, CFA was run on 33 items of 8 variables to check the measurement scales reliability and validity. It was decided to remove all the items from the model having factor loading values less than 0.60 (Tatham, 2006). All the items of 8 latent variables exhibited factor loading values > 0.60 ranging from 0.669 to 0.89, ensuring the validity and reliability of the measurements. Different indices were used to check the model fitness of the measurement model, having values $\chi^2 = 1192.06$; $df = 466$; $p < .000$; CFI = 0.915; TLI=0.904; IFI=.916; RMSEA=.066. All the values were found satisfactory and well above the recommended criteria showing the good model fitness. Table II presents all the model values with the recommended bench marks values.

Construct reliability and convergent validity were checked by calculating composite reliability (CR) and Average Variance Extract (AVE) values. The CR is used to measure the internal consistency of scale items with Cronbach's alpha (Netemeyer, 2003). All the Constructs showed CR values greater than 0.80, showing a high level of internal consistency in measures as far above the recommended value 0.70 of Hair et al. (2014). Average Variance Extract (AVE) values were higher than the 0.50 (Dillon & Goldstein, 1984), indicating that there is no issue of construct validity.

Table 2 : CFA Model Fitness

FIT INDEX	VALUES	ACCEPTABLE FIT
CMIN	1192.062	
DF	466	
P VALUE	0.000	Less than 0.05
CMIN/DF	2.558	Less than 3
IFI	0.916	Equal or Greater than 0.90
TLI	0.904	Equal or Greater than 0.90 Hu and Bentler (1999)
CFI	0.915	Equal or Greater than 0.90 (Byrne, 1998),
RMSEA	0.066	Less than 0.08 (Turner and Reisinger, 2001).

4.2 SEM Analysis and Hypotheses Testing

The result suggests that the path between entertainment and attitude towards mobile phone advertisement was significant ($\beta = .338$; $p < .05$), concluding that when there is an element of entertainment in the mobile ads, the CATMA would be influenced positively. Thus H1 was supported. The association between information and attitude towards mobile advertisement was found insignificant ($\beta = -0.009$; $p < .819$). The result concludes that level of information has no significant impact on CATMA, although the negative beta sign indicates that higher level of information may have a inverse effect on consumer attitude. Thus H2 was not supported. The path between Irritation and CATMA was found significant ($\beta = -0.073$; $p < .044$), suggesting that inclusion of content causing irritation may have a negative impact on CATMA, supporting H3. Similarly, the research findings propose that credibility has a significant impact on CATMA ($\beta = 0.134$; $p < .002$). Thus H4 of the research was also supported.

HYPOTHESIS	PATH	ESTIMATE	P-VALE	RESULT
H1	ENT $\longrightarrow$ ATT	0.338	***	supported
H2	INF $\longrightarrow$ ATT	-0.009	0.819	Not supported
H3	IRR $\longrightarrow$ ATT	-0.073	0.044	Supported
H4	CRD $\longrightarrow$ ATT	0.134	0.002	Supported
H5	PU $\longrightarrow$ ATT	0.345	***	Supported
H6	PEU $\longrightarrow$ ATT	0.450	***	Supported
H7	ATT $\longrightarrow$ INT	0.728	***	Supported

Notes: *Significant at the 0.05 level; ** Significant at the 0.01 level.

The H5 of the research stating that PU has a direct impact on customer attitude was also supported ($\beta = 0.345$; $p < .05$), showing that when consumers find the mobile ads content useful for them, consumers tend to show positive attitude towards MPA. The result proposed that PEOU has a positive impact on CATMA ($\beta = 0.450$; $p < .05$), supporting H6. It suggested that when consumers find no difficulty in dealing with the mobile advertising, a positive response may be expected from the CATMA. Consumers attitude towards mobile advertising has a positive influence on consumer intention to acknowledge MPA ($\beta = 0.728$; $p < .05$). It can be said that if the consumer has a clear attitude towards mobile advertising, his intention to accept the mobile advertising would be higher, thus support H7.

5. Discussion and Conclusion

5.1 Discussion

The increasing number of mobile phone users in Pakistan since last decade, makes it very attractive medium for companies to disseminate their marketing messages through mobile phones. Currently, companies need to and also trying to analysis the customer attitude towards the mobile advertisement, before make it a compulsory vehicle in their marketing campaigns (Mohammed, Z. 2016). The cost efficiency factor of mobile advertisement also influences marketers to adopt mobile phone advertisement. Probably, findings of this study would guide the marketers while deciding their advertising tools.

The prime purpose of this study is to discuss the CATMA and the impact of different elements on CATMA. The elements proposed in the research framework include Entertainment, Informativeness, Irritability, Credibility, PEOU and PU. The findings of the research suggest that entertainment is the factor which may compel the consumer to pay attention to the MPA. The more entertaining mobile ads were found to be more noticeable among the consumers (Feng, X. (2016). Also found that the information factor has no impact on CATMA, so it can be inferred that instead using mobile advertising to spread information, it can be used to give the reminders and reinforcement. The findings of the research give an insight that while designing the content for mobile advertising, it must be considered that overloaded information in an ad may have an adverse effect on users' attitude.

Irritation from advertisement is a factor which makes consumers to zap / skip the ads. Zapping or skipping the ad has always been a very serious concern for the advertisers (Gao, T. a. 2010). The format of ad and high volume of information may irritate the consumers, consequently develop a negative attitude towards the ads (Jose, 2013). In case of mobile advertising, being unsolicited, an ad may be takes as invasion in privacy (Julia, F. 2010). The solution of this issue may be to seek consumers consent before sending them ads. The impact of credibility on consumer attitude was found positive, showing that the content and sources use in mobile advertising must be credible. If anything shown in the mobile advertising

found to have a credibility issue, it may destroy the brand image, and simultaneously may develop negative feelings towards mobile advertisement (María, 2017).

It was also found that if a consumer receiving mobile ad considers it useful, it may generate a positive attitude and vice versa. So instead of sending mobile ads to masses without knowing them, it would be better to send the ads to the targeted audience with customized messages. The findings of the research suggest that people showed more favorable attitude towards the mobile advertisement than the traditional marketing. Marketers trying to attract customers through mobile advertising should be mindful that ads must be entertaining, credible and have useful information only. Whenever customer permission was taken before sending the mobile ads, customers showed more positive response to mobile phone advertisement. Consumer attitude and customer intention to accept mobile advertisement are positively related and customer intention is significantly related to mobile advertisement acceptance / rejection.

5.2 Research implications

The outcome of this research will help the companies in designing effective mobile advertisement campaigns to attract more audience at very low cost. Companies need to build customer trust on mobile advertising and diminish negative attitude of consumer towards mobile advertisement and make them friendlier towards mobile advertisement. The results of this research validate that the entertainment, credibility, irritation, PU & PEOU have positive influence on CATMA, so companies using mobile advertising need to pay special attention to the above factors while developing the mobile advertisement content. Companies should determine their target audience before sending the mobile ads so it would be less irritating for the consumers, as getting unwanted and uninterested things create more irritation (Sheikh, 2015). Secondly, sending messages after taking permission generate the higher acceptance rate in mobile advertising.

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