



Consumer Attitude Towards Mobile Advertising: An Empirical Study

KEYWORDS

Mobile advertisement, Convenience sample, correlation analysis, Entertainment, Informativeness, Privacy, Credibility

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ABSTRACT *Mobile advertisement usage is common in all businesses. But customers attitude is different towards mobile advertisement than normal advertisement. The main aim of this article is to study the customer's attitude towards mobile advertisement. For this study a Convenience sample of 371 respondents was taken for data collection. For analysis mean, correlation analyses were employed. The findings revealed that Consumer Attitude towards Mobile Advertisement is positively related to Entertainment, Informativeness, Privacy, Credibility and negatively related to Irritation*

Introduction

People's feeling of enjoyment associated with advertisements play the greatest role in accounting for their overall attitudes toward them (Shavitt, Lowrey and Haefner, 1998). Entertainment is also a crucial factor for mobile marketing. If the message is concise and funny, it immediately captures consumers' attention (Katterbach, 2002). The quality of information placed on a company's web site shows a direct influence on the customers' perceptions of the company and the company's products. Accordingly, information delivered to them via mobile devices also needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer (Siau and Shen, 2003). Consumers are interested in getting messages that are relevant for them (Milne and Gordon, 1993). MacKenzie and Lutz (1989; p. 51) define advertising credibility as "consumers' perception of the truthfulness and believability of advertising in general. "When advertising employs techniques that annoy, offend, insult or are overly manipulative, consumers are likely to perceive it as unwanted and irritating influence" (Ducoffe, 1996; p. 23). Mobile advertising may provide an array of information that confuses the recipient and can be distracting and overwhelming the consumer with information (Stewart and Pavlou, 2002). Privacy refers to the degree to which personal information is not known by others (Rust, Kannan and Peng, 2002). Mobile technologies are considered "personal" technologies, attached to a particular body or person (Green, Harper, Murtaghand Cooper, 2001).

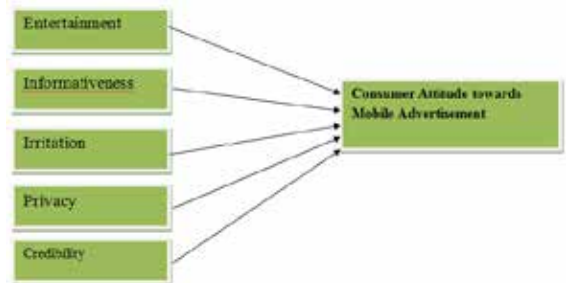
Objectives of the study

Following are the major objectives of the study

- ❖ To know the importance of mobile advertising
- ❖ To determine the relation between perceived entertainment, informativeness, credibility, irritation, Privacy and attitude toward mobile advertising

Conceptual Frame work

For this study the following theoretical Framework was formulated after reviewing the literature. Consumer Attitude towards Mobile Advertisement is dependent variable and Entertainment, Informativeness, Irritation, Privacy, Credibility are independent variables in this framework



Source: Haghirian and Madlberger

Research Hypothesis

Hypothesis 1: There is a significant relation between perceived entertainment of mobile ads and attitude toward mobile advertising

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Hypothesis 2: There is a significant relation between informativeness of mobile ads and attitude toward mobile advertising

The quality of information placed on a company's web site shows a direct influence on the customers' perceptions of the company and the company's products. Accordingly, information delivered to them via mobile devices also needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer (Siau and Shen, 2003). Consumers are interested in getting messages that are relevant for them (Milne and Gordon, 1993)

Hypothesis 3: There is a significant relation between perceived credibility of mobile ads and attitude toward mobile advertising

MacKenzie and Lutz (1989; p. 51) define advertising credibility as "consumers' perception of the truthfulness and believability of advertising in general.

Hypothesis 4: There is a significant relation between perceived irritation of mobile ads and attitude toward mobile advertising

"When advertising employs techniques that annoy, offend, insult or are overly manipulative, consumers are likely to per-

ceive it as unwanted and irritating influence" (Ducoffe, 1996; p. 23). Mobile advertising may provide an array of information that confuses the recipient and can be distracting and overwhelming the consumer with information (Stewart and Pavlou, 2002).

Hypothesis 5: There is a significant relation between Privacy and attitude toward mobile advertising

Privacy refers to the degree to which personal information is not known by others (Rust, Kannan and Peng, 2002). Mobile technologies are considered "personal" technologies, attached to a particular body or person (Green, Harper, Murtaghand Cooper, 2001).

Methodology of Study:

For this study the following methodology was applied

- ❖ Sampling Method : Convenience
- ❖ Sample Size : 371
- ❖ Sampling Error : Response-371, Non-response - 383
- ❖ Primary Data : Questionnaire.
- ❖ Secondary Data : Journals, Magazines, Books, Web sites.
- ❖ Data analysis : Percentages, Frequency tables, Reliability analysis, Pearson's correlation relation.

Data Analysis:

Demographics

Gender: Males =204, Females=167: Education: Up to Inter/Diploma=56, UG=118, PG and above=197: Age 30 and below =151, 31-40years=127, 41 and above=93: Marital Status: Married= 231, unmarried=140.

Reliability

Reliability test was administered to establish the goodness of data. In statistics, reliability is the consistency of a set of measurements. For this study Cranach's Alpha coefficient was calculated

Table-1: Reliability

S.NO	Dimension	Cron Bach's Alpha
1	Consumer Attitude towards Mobile Advertisement	.711
2	Entertainment	.769
3	In formativeness	.801
4	Irritation	.764
5	Privacy	.707
6	Credibility	.766

Cranach's alpha for all dimensions is more than .70 hence the data is reliable for further analysis

Hypothesis 1: There is a significant relation between perceived entertainment of mobile ads and attitude toward mobile advertising

Table-1

	Consumer Attitude towards Mobile Advertisement	Entertainment
Consumer Attitude towards Mobile Advertisement Pearson Correlation Sig.(2-tailed)	1	.521 .000
Entertainment Pearson Correlation Sig.(2-tailed)	.521 .000	1

Source-Primary data

Interpretation:

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between perceived entertainment of mobile ads and attitude toward mobile advertising

Hypothesis 2: There is a significant relation between in formativeness of mobile ads and attitude toward mobile advertising

Table-2

	Consumer Attitude towards Mobile Advertisement	In formativeness
Consumer Attitude towards Mobile Advertisement Pearson Correlation Sig.(2-tailed)	1	.561 .000
In formativeness Pearson Correlation Sig.(2-tailed)	.561 .000	1

Source-Primary data

Interpretation:

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between in formativeness of mobile ads and attitude toward mobile advertising

Hypothesis 3: There is a significant relation between perceived credibility of mobile ads and attitude toward mobile advertising

Table-3

	Consumer Attitude towards Mobile Advertisement	Credibility of mobile ads
Consumer Attitude towards Mobile Advertisement Pearson Correlation Sig.(2-tailed)	1	.531 .000
Credibility of mobile ads Pearson Correlation Sig. (2-tailed)	.531 .000	1

Source-Primary data

Interpretation:

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Credibility of mobile ads and attitude toward mobile advertising

Hypothesis 4: There is a significant relation between perceived irritation of mobile ads and attitude toward mobile advertising

Table-4

	Consumer Attitude towards Mobile Advertisement	Perceived irritation of mobile ads
Consumer Attitude towards Mobile Advertisement Pearson Correlation Sig.(2-tailed)	1	-.601 .000
Perceived irritation of mobile ads Pearson Correlation Sig.(2-tailed)	-.601 .000	1

Source-Primary data

Interpretation:

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a negative relation between Perceived irritation of mobile ads and

attitude toward mobile advertising

Hypothesis 5: There is a significant relation between Privacy and attitude toward mobile advertising
Table-5

	Consumer Attitude towards Mobile Advertisement	Privacy
Consumer Attitude towards Mobile Advertisement Pearson Correlation Sig.(2-tailed)	1	.468 .000
Privacy Pearson Correlation Sig. (2-tailed)	.468 .000	1

Source-Primary data

Interpretation:

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Privacy and attitude toward mobile advertising

Conclusions

The findings revealed that Consumer Attitude towards Mobile Advertisement is positively related to Entertainment, Informativeness, Privacy, Credibility and negatively related to Irritation

Limitations:

1. Sample size was limited to 371 because of limited time which is small to represent the Whole population
2. The research was limited to Andhra Pradesh only

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