

Role of Mobile Marketing on User's Attitude: Survey of factors affecting Mobile Marketing effectiveness in Udaipur City

¹Dr. Tarannum Hussian ²Prof. Hanuman Prasad

¹Post Doctoral Fellow, Faculty of Management Studies, MLSU, Udaipur

²Professor, Faculty of Management Studies, MLSU, Udaipur

Abstract:

Today's media saturated environment, limits the effectiveness of advertising and creating a clutter, due to prevalent traditional mass media. This advertising clutter and dramatic change in mobile technology has resulted in marketers moving their advertising focus toward less cluttered medium, known as mobile advertising. Regardless of the enormous marketing potentials of customized and interactive marketing messages of mobile marketing, academic research in this field is still in its early stages. A strong urge for empirical research is uttered by academicians and practitioners. Thus this study was conducted with the aim of identifying the customers' attitudes toward mobile advertising and factors affecting their attitudes. Quantitative data has been collected through a structured questionnaire. The statements used in the questionnaire are based on previous studies and theories. The data retrieved through the questionnaire has been analyzed using SPSS and Amos. Findings shows attitude towards advertising has great impact on attitude towards mobile advertising.

Key Words: Mobile Marketing, Advertising, Consumer attitude, Behavioural Intention.

Introduction

The framework for the study of mobile marketing depends upon the models developed for the study of consumer attitude toward general advertising and advertising through internet (Brackett and Carr, 2001). It is more feasible to apply the models developed for explaining the acceptance of information systems and the development of attitude in the studies of mobile marketing and mobile advertising (Varnali and Toker 2010). Ducoffe (1996) developed a

model depicting the perceptual antecedents of entertainment, informativeness and irritation, used to determine consumers' attitudes toward internet advertising which formed the basis for the model developed by Brackett and Carr (2001) to test consumer attitudes toward web advertising, but it contains other additional constructs namely credibility, which is an antecedent of consumer attitude towards an advertisement (Brackett and Carr, 2001). Haghirian and Madlberger's, (2005) found that there is no effect of demographic factors like, age, gender and education on consumer attitude toward mobile advertising. Xu (2006) in his study found that entertainment, credibility and personalization are important factors that have positively affects users attitude toward mobile advertising, while informativeness and irritation negatively affects user's attitude. Bauer et al. (2005) in their research examined impact of exciting knowledge, attitude toward adverting, perceived risk and perceived usefulness included entertainment, information and social norms on users' attitude toward mobile advertising. Merisavo et al. (2007) in the study examined study depicts that utility and context are the strongest positive drivers, while sacrifice is negatively related to the acceptance of mobile advertising. Despite the concerns about privacy, results of the study indicate that control and trust are not that important to consumers in mobile advertising.

Numerous Studies from the literature has shown several factors influencing attitude towards mobile marketing. on the basis of marketing literature in existence, researcher identified four major constructs common to mobile marketing viz. perceived value, Interactivity, control and trust as factors contributing to consumer attitude.

Perceived value

Perceived Value in the literature, perceived usefulness, perceived utility, and relative advantage are equivalent. Perceived usefulness (PU) is: "The degree to which a person believes that using a particular system would enhance his or her job performance" as defined by Davis, (1989). That is, people tend to use or not to use an application to the extent that they believe it will help them perform their job better. Extensive review of literature shows that relative advantage has significant and positive impact upon adoption of new innovations (Hsu et al. 2006; Teo & Pok, 2003; Tomatzky & Klein, 1982). Furthermore, existing research studies has shown that both perceived utility (perceived usefulness) and perceived value were found to be the strongest positive drivers of consumer acceptance of mobile marketing (Merisavo, et al. 2007; Pura, 2005; Kavassalis et al., 2003) stated that consumers will be ready to allow marketer to send mobile marketing adverts on their mobile device only if they perceive a benefit in receiving advertising messages on their mobile phones. Researchers have highlighted that the usefulness is concerned with entertainment and informativeness of the mobile advertising content (Tsang et al. 2004). Bauer et al. (2005) acknowledged entertainment value and information value as the drivers that influence mobile marketing acceptance. It is often expected that perceived usefulness will extensively affects user's adoption intention of mobile advertising and services. Thus, there exists strong foundation for using perceived usefulness as a direct factor of attitude and behavioural intention in the present study. Based upon previous re-search, the study aims to examine and compare consumers' attitudes the following hypotheses is proposed:

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H1: Perceived value for mobile ads has significant negative influence on attitude towards mobile marketing

Trust

Scholars in several research studies advocated that trust is a prime requirement for the success of a mobile commerce (Jayawardhena, et al. 2009). As customers dither to purchase from the seller or brand that they do not trust. Trust may be more pronounce with e-marketing where parties involved do not have physical contact. Gefen, (2003) defined trust as consumers' willingness towards making one vulnerable to take actions by the trusted party based on the feelings of assurance. Trust diminishes uncertainty in an environment where buyers have less information about firms. Kim, et al. (2009) concluded that trust based consumer decision-making model in e-commerce discovered that trust, affect consumer purchase intention. Numerous researchers argued that a consumer's trust has positive impact upon purchasing intention as well as a strong negative effect on a consumer's perceived risk. This emphasizes that consumers are sensitive and their feelings must match with a company's products and services. This emphasizes upon importance of trust, therefore, very important for organizations to critically look into trust as this related to mobile marketing that reduce physical transaction exchange with the firm.

H2: Trust for mobile ads has significant negative influence on attitude towards mobile marketing

Control

Ample of research from past concludes that control over mobile adverts is a strong provider towards their willingness to receive mobile marketing adverts (Bauer et al. 2005; Tsang et al. 2004). Control is considered as an important driver of acceptance of mobile marketing (Merisavo et al. 2007). In the present study control is been considered as a direct factor in affecting attitude and expected to influence purchase intention. Consumer's perceptions over control, of mobile adverts are considered as very important factor that may affect consumer acceptance of mobile advertising (Leppaniemi & Karjaluoto 2005; Nysveen et al, 2005b). Past researches suggests that consumers' perceived control of mobile marketing is a strong factor responsible for their willingness towards acceptance of mobile advertising (Bauer et al. 2005; Carroll, Barnes & Scomavacca, 2005; Tsang et al., 2004).

Personalization is considered as an important feature that mainly takes the form of personally selected items namely, covers, ring tones and logos etc. in mobile phone. Blom (2000) in his study identified main motivations found out to be ease of use, reflecting one's own or group identity, feeling in control and pure fun. Based upon previous research, the following hypothesis is proposed:

H3: Control for mobile ads has significant negative influence on attitude towards mobile marketing

Interactivity

Interactivity is often assumed to be associated with positive attitude and cognitive responses of consumers (Rafaeli and Sudweeks 1997), and is often considered as an essential feature in Internet advertising. Moreover interactions

enabled in mobile communication as well as factor that influence quality of such communications differ from that of internet communication. Therefore, it is not appropriate to apply the interactivity concept developed for Internet advertising to mobile advertising. Thus a new interactivity concept for mobile communications is required. Based upon previous research, the following hypothesis is proposed:

H4: Interactivity of mobile ads has significant negative influence on attitude towards mobile marketing

Consumer Attitude towards Mobile Advertising

The Wireless Advertising Association (WAA) defines wireless marketing as sending marketing adverts to mobile devices such as mobile phones or PDAs through the wireless network. (Yoon and Kim, 2001).

Malhotra & Malhotra (2014) tried to determine the effectiveness of mobile as a medium and the effect of its advertisement on the consumer behaviour in India. The study reveals that the mobile users have apparently developed an aversion to the mobile marketing messages, to which they are being subjected.

Park and Ohm (2014) conducted two experiments indicated that mobile advertisements elicited more positive attitudes towards such advertisements and purchase intention. The second experiment was all about examining two factors, media type (still pictures vs. motion pictures) and exposure type (banner vs. pop-up). The results also exhibits that pop-ups elicited more positive attitudes and purchase intention.

Beneke (2011) developed a conceptual model, linking the constructs attitudes, attention, involvement and purchase intention in the context of mobile advertising. Findings indicated that a positive relationship exists between a consumer's attitude towards mobile advertising and his or her purchase intention.

Coursaris et al., (2012) indicates positive effects of mobile ads' message length on the perceived informativeness and entertainment of the mobile ad, which in turn positively influence both attitude toward the mobile ad and the mobile user's intention to learn more about the advertised brand.

Mathew and Dambal (2010) concluded that amongst the Indian sample the overall attitudes towards mobile advertisement are not too high. It categories factors affecting viz.: non-consumer centric factors and consumer centric factors. The study also revealed the fact that non-consumer centric variables like technology and content of advertisements must be managed properly to create a positive attitude towards mobile based advertising in India.

Nascoa & Bruner Iia (2008) revealed that Behavioural intentions to use mobile devices were significantly predicted by consumer perceptions of content and of the device. Marketers can use these results to design more effective ads to be presented on mobile devices.

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Limpf & Voorveld (2015) found that consumers' attitude toward mobile LBA(location based advertising) has a direct positive effect on their intention to accept it, and information privacy concerns have a direct negative effect on acceptance intentions.

Richarda & Meulia (2013) analysed that permission-based location-aware mobile advertising (PBLAMA) are more likely to be adopted by digital natives if it is entertaining, informative, not irritating, and includes some form of incentive. In addition, subjective norms were found to play a significant positive role, as does the user's confidence (self-efficacy) in use and perceived control.

Merisavo et al., (2007) discussed that utility and context are the strongest positive drivers, while sacrifice is negatively related to the acceptance of mobile advertising. Despite the concerns about privacy, their results indicate that control and trust are not that important to consumers in mobile advertising.

Xu (2006) Personalization is found as one of the most important factors in influencing consumers' attitude toward mobile advertising, mainly for female users.

Yang (2007) examined how social influence processes considerably influenced consumer attitudes toward using mobile commerce. In addition to it, their attitudes toward mobile commerce also have an effect on consumer attitudes toward and intention to use mobile advertising.

Park & Salvendy (2012) revealed in attitudes toward the advertisements, imply that low-intensity negative feelings are important contributors to the success of advertisements presented on mobile phones and that engagingness is the most important emotional component in effective cell phone advertising.

Tsang et al., (2004) revealed that consumers generally possess negative attitudes toward mobile advertising unless they have specifically consented to it, and direct relationship between consumer attitudes and consumer behaviour.

Korgaonkar et al., (2015) investigates significant differences between Hispanic-Americans and others in the usage of mobile services, satisfaction with mobile services, and attitudes toward mobile advertising, as well as within Hispanic-Americans based on their strength of ethnic identification.

Varnali (2014) expressed that Short message service (SMS) advertising is the most primitive and widely used version of mobile marketing, yet the relevant literature still lacks consensus on how SMS Advertisement influence consumer attitudes, and how this influence is generated.

Unni & Harmon (2007) revealed initial consumer evaluations of mobile location-based advertising (LBA). Results indicate that privacy concerns are high, and perceived benefits and value of LBA are low.

Cheung and To (2017) indicated that users' inclination towards trust influenced their trust in in-app advertising, which in turn influenced their attitudes toward in-app advertisements and their intention towards acceptance of in-app advertisements. In addition to it, subjective norm and perceived behavioral control were found to affect users' intention to watch in-app advertisements positively, which ultimately affected their behavioral response.

Dix and Shimul (2017), tests five potential drivers of acceptance of SMS advertising. Utility, context of SMS advertisements and attitudes to advertising in general emerged as significant drivers of acceptance of SMS advertising including. Contrary to it, control, Trust and Laws over SMS Advertisements did not emerge as a significant driver for acceptance of SMS advertising.

Padmnabhan and Anand (2015) tries to analyse the impact of entertainment, informativeness and credibility on customer attitude towards mobile advertising. as another tool in promotion mix of the companies. Silva and Yan (2017) stated that in their study trust and credibility were recognized as factors that should be maintained by managers. Informativeness, entertainment, perceived ease of use and incentives are identified as m-ads characteristics that marketers should pay much attention in designing the message. And, Managers must consider the features of target audience as well in creating the message. i.e., perceived intrusiveness, perceived usefulness, personalization and perceived control. Based upon previous research, the following hypothesis is proposed:

H5: Attitude towards mobile ads has direct and significant negative influence on Purchase intention

On the basis of above synthesis following research model was developed.

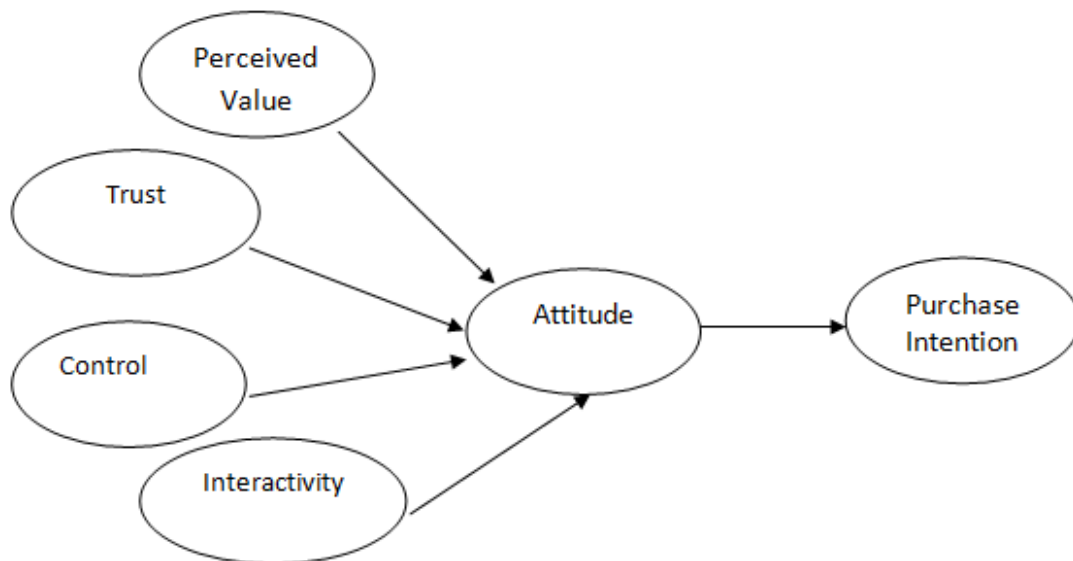


Fig. 1: proposed research model

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Research Methodology:

Questionnaire is used as a primary instrument in this study for data collection. The whole of the questionnaire was divided into two parts. Part one composed of questions related to respondents personal profile that includes; Gender (two measurement item), age (three measurement item), marital status (two measurement item), occupation (three measurement item, education (three measurement item. Section B consists of questions relating to marketing message variables and factors influencing consumer attitude such as Perceived Value, Trust, Control, Interactivity, Attitude, and Behaviour Intention. The measurement variable for this section was five point Likert-scale items ranges from strongly agree to strongly disagree.

Sample:

The statistical population of this research is the mobile users of Udaipur city. A total of 400 mobile users aging between 15 to 44 were surveyed via structured questionnaires. Questionnaires with missing responses were excluded from final analysis. Final sample size was reduced to 387 mobile users.

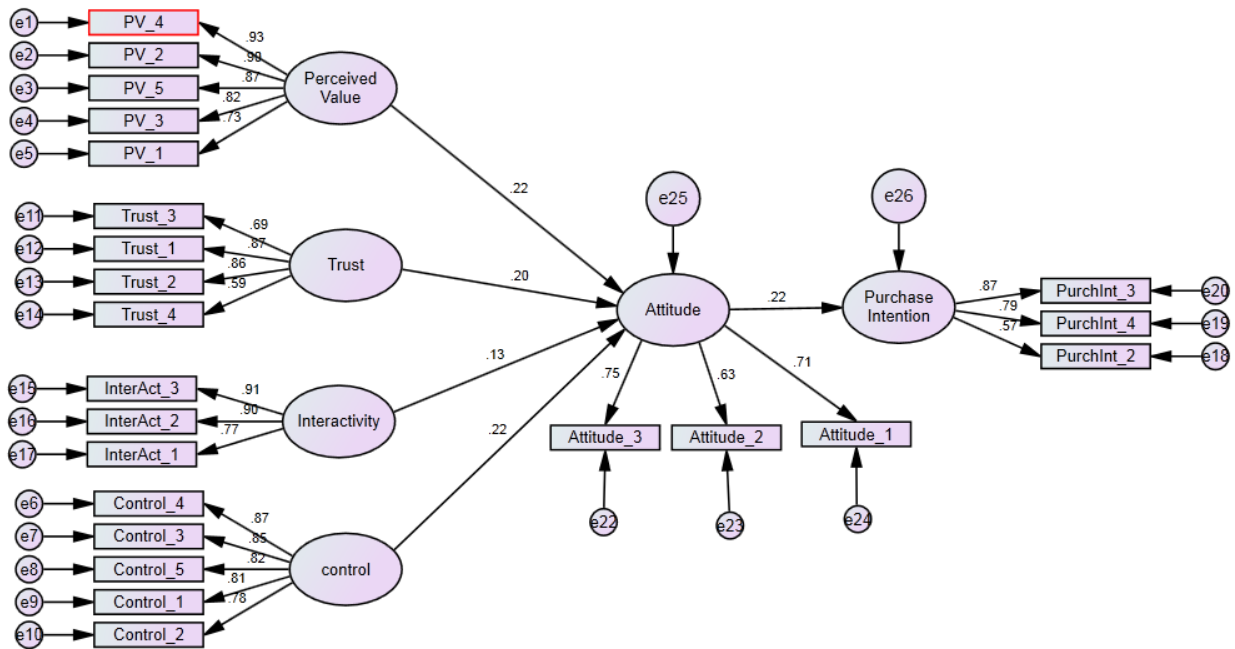
Table 1 shows demographic profile

Table 1: Descriptive Statistics Results

Demographic Characteristics, n = 387		Frequency	Percentage
Age	15 - 24	211	55%
	25 – 34	74	19%
	35 – 44	102	26%
Gender	Male	216	56%
	Female	171	44%
Marital Status	Single	222	57%
	Married	165	43%
Occupation	Student	313	81%
	Employed/service	46	12%
	Business	28	7%
Education	School Education	100	26%
	Under Graduate	238	61%
	Post Graduate	49	13%

Structural model:

Structural Model with Standardized Path Coefficients



In this research we used Structural Equation Model (SEM) for testing hypothesis. For analyzing data we used the two steps Structural Equation model. For analyzing relation between constructs, in step one, we used Confirmatory factor analysis (CFA), and in other step Path Analysis have used.

The maximum likelihood method was used to examine the significance of the path coefficient in the structural model. The critical ratio (CR) is used as a test of significance. A causal path is considered significant if a critical ratio is greater than 1.96 ($CR > 1.96$) at the significance level 5%. The path coefficients (parameter estimates or standardized loadings) were used to assess the magnitude and direction of relationships and also to test the research hypotheses. We reject the null hypothesis when P value is less than 0.05 and C.R value is greater than 1.96. The critical ratio (C.R) for all values is higher than the stipulated value of 1.96 indicating a significant effect of different constructs on consumer attitude. The CR value for all relationship also shows a positive effect indicating that there is a significant positive effect of variables on consumer attitude. The path coefficient (standardized regression weights) table shows the contribution of each variable to consumer attitude. All variables have positive contribution to consumer attitude with perceived value and control having the highest contribution of 0.218 and 0.220 respectively. These indicate that a unit increase in Perceived Value will lead to 0.218 increases in consumer attitude towards mobile marketing. We can reject the null hypothesis as p-value is less than 0.05 and C.R value is greater than 1.96.

Table: 2(a) Regression Weights (Un-Standardized) with Significance

	Estimate	S.E.	C.R.	P
Attitude <--- Perceived_Value	.183	.049	3.736	***

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	Estimate	S.E.	C.R.	P
Attitude <--- Trust	.194	.060	3.225	.001
Attitude <--- Interactivity	.092	.042	2.186	.029
Attitude <--- Control	.224	.060	3.713	***
Purchase_Intention <--- Attitude	.205	.061	3.326	***

***Significant at $p < 0.001$ level

Table: 2(b) Standardized Path Coefficients

	Estimate
Attitude <--- Perceived Value	.218
Attitude <--- Trust	.197
Attitude <--- Interactivity	.128
Attitude <--- Control	.220
Purchase Intention <--- Attitude	.222

Table 3 : Summary of SEM Results

Paths	Parameter Estimate (β)	Hypothesis Accepted
Attitude <--- Perceived_Value	.218	H1 (alternate)
Attitude <--- Trust	.197	H2(alternate)
Attitude <--- Interactivity	.128	H3 (alternate)
Attitude <--- Control	.220	H4 (alternate)
Purchase Intention <--- Attitude	.222	H5 (alternate)

Conclusion:

This study concludes that consumer factors have significant influence on attitude towards mobile marketing. The consumer factors evaluated in this study includes Perceived Value, Trust, Perceived control, Interactivity. Based on the findings of this study, on the influence of consumer factors on attitude towards mobile marketing, this study concludes on the following: that perceived value, trust, perceived control, and interactivity has a significant positive influence on attitude towards mobile marketing.

The main purpose of this research was to find out what the attitudes of the Udaipur youth are toward mobile Advertising. The statistical results of the analysis of the questionnaire showed a positive attitude toward mobile advertising. The result of path analysis confirmed that Perceived Value for mobile ads has significant influence on Attitude towards Mobile Marketing. Trust towards mobile messages; Interactivity of message, Control over the delivery has positive influence on attitude towards mobile marketing practices. Moreover, Attitude towards mobile ads has direct and significant positive influence on Purchase Intention.

This study concludes that consumer attitude towards marketing messages have positive influence on purchase intention. A positive attitude towards marketing messages is more likely to lead to a favourable purchase intention. The study concludes that consumer attitudes are directly linked to Purchase Intention of consumers on the mobile service platform. This study concludes that there is a significant positive effect of consumer factors on purchase intention.

This research is focused on the attitudes of the youth toward mobile advertising. However, with the older generation making much use of mobile phones as well, we think it would be interesting to find out what the contrast is between the attitudes toward mobile advertising of the younger and older users of mobile phones.

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