



## Studying consumer behavior antecedents among mobile phone advertisements users

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### ABSTRACT

As a reputable, available, low cost and high response media device, mobile phone is now a modern advertising tool. Present paper attempts to study affecting factors on attitudes toward acceptance and consumers' behavior toward advertisements through mobile phones and mobile social networks. The relevant methodology is a survey – type and, to this end, a 397-subject sample of mobile users in Khuzestan Province (Iran) is selected randomly and needed data are gathered by a questionnaire. SEM in WarpPLS54 software package is used to analyze the data. Research findings indicate that entertainment, informative-ness, irritation, credibility, personalization, permission and subjective norm impact on attitude toward mobile advertising and subjective norm, incentives and attitude toward mobile advertising impact on intention to accept positively. In the meantime, there is a significant relationship between attitude and intention to accept and consumers' behavior toward mobile advertising.

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### 1. Introduction

Because of new techniques and technologies, advertising has rapidly changed in recent years (Richards and Curan, 2002). Rapid expansion of mobile phones along with technological development has created a new channel for advertising called *mobile advertising*. Mobile industry is rapidly expanding in Iran. By a huge rate, messages through mobile and social networks are growing in Iran constantly and an important channel is developed for mobile advertising. In their studies, authors achieved results concerning affecting factors on attitudes toward mobile advertising. Tsang et al. (2004) found that entertainment, credibility, irritation and informative-ness are remarkable factors which impact on respondents' attitudes toward mobile advertising. However, Xu (2007) added personalization and found that the only affecting factors are entertainment, credibility and personalization. Waldt et al. (2009) reported that young African consumers have a negative attitude toward mobile advertising while mobile advertising entertainment, credibility and irritation relate to consumers' overall attitude toward mobile advertising. Chowdhury et al. (2006) studied affecting factors on accepting mobile advertising in Bangladesh and concluded that among perceived credibility, irritation and informative-ness, only

credibility has a remarkable impact on attitude toward mobile advertising. Past studies indicate that authors have selected different variables and have achieved different results.

For a long time, public attitude toward advertising was considered. Although past literature has reported a positive attitude toward advertising, many recent researchers have indicated that customers have a negative attitude toward advertising (Zanot et al., 1984; Zoller, 2001). Since there is a difference between the response of consumers to public advertising and mobile advertising, it is not clear that is the feeling of consumers on mobile advertising and how their attitude impacts on their behavior. In summary, consumers' attitude and behavior concerning mobile advertising is studied in present paper.

Bauer et al (2005) proved that more positive attitude toward advertising would make people's attitude toward mobile marketing more positive. Zanot (1984) indicated that attitude toward advertising in mass media is increasingly negated since 1970. Karjaluo and Alatalo (2007) indicated that more desired attitude by consumers toward mobile advertising would cause higher intention to participate in mobile marketing. Jun and Lee (2007) add that positive attitude toward mobile advertising relates to past behavioral experience of consumers. In present study, attitude – based experience is considered as an important record of trust to advertiser. Present paper aims at exploring all affecting factors on creating a positive attitude

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toward mobile advertising among Iranian mobile users. It is important to know which factors impact on mobile users' attitude toward mobile advertising and how marketers can devise advertising construct strategies better.

## 2. Literature

Reyck and Degraeve (2003) defined mobile advertising as "targeting well-identified potential customers with text messages, thereby increasing the response-to-advertisement ratio". Based on provided definition by Mobile Marketing Association (2003), mobile advertising is "any form of marketing, advertising or sales promotion activity aimed at consumers and conducted over a mobile channel". Likewise, it can be defined as "The business of encouraging people to buy products and services using the mobile channel as a medium to deliver the advertising message" (Leppaniemi et al., 2005). However, one can say that the domain of this new phenomenon is "advertising that uses mobile terminals" (Bulander et al., 2007) and its maximum domain is to use mobile as an interactive marketing media and available anywhere for consumers so that they are encouraged to personalize information by their locations and needs and, as a result, message receiver would do an action currently or in future concerning products, services and ideas.

### 2.1. Entertainment

People's feeling of enjoyment on advertising plays the greatest role in their attitude toward advertising (Shavitt et al., 1998). Therefore, it is necessary that this message is short and funny and attracts the attention of consumers immediately (Kalakota and Robinson, 2002). Mobile has become an entertainment and media program (platform). Entertainment services can generate value for customers and increase their loyalty (Haghirian and Dickinger, 2004). Ducoffe (1995) indicated that advertising entertainment can relate to the value of advertising in traditional one significantly. Therefore, below hypothesis is suggested:

H1: mobile advertising entertainment impacts on attitude toward mobile advertising.

### 2.2. Informativeness

Consumers' attitude toward seeking and using information in an important structure would analyze and describe their behavior (Kroeber-Riel and Weinberg, 2003), Ducoffe (1996) and Barwise and Strong (2002) claim that consumers prefer to receive instructive and valuable messages from the content of advertisements and this is an important factor in their value and advertising effectiveness. Lee et al. (2006) studied informative-ness in mobile advertising content in terms of fruitfulness and reality. Barwise and strong (2002) indicated that very related content is not achieved through a

customer database; rather, it is obtained only when consumer has allowed to send advertising message and he/she should be asked the information it needs. They claim that if advertising messages are irrelevant for targeted audiences, a potential for negative responses is created. Based on raised literature, below hypothesis is recommended:

H2: informative-ness impacts on attitude toward mobile advertising.

### 2.3. Irritation

Tactics used by advertisers to attract consumers' attention can irritate audience. When excessive irritation and manipulative advertising techniques are used, consumers likely feel their undesired impact (Ducoffe, 1996). Mobile advertising can bring a set of information which confuse receiver and scatter his/her concentration and eclipse consumer by such information (Xu, 2007). In their broad research on US consumers, Bauer and Greyser (1968) found that the main reason which causes consumer find deficits is irritation in advertising. There are several ways to mitigate annoyance of mobile advertising. One way is advertising through acquiring permission. Reyck and Degraeve (2003) assert that mobile advertising is effective only when conducted by permission.

H3: lack of irritation impact on positive attitude toward mobile advertising.

### 2.4. Credibility

Choi and Rifon (2002) define the credibility of advertiser as the amount of consumers' belief in the fact that a company can design and represent those goods and services which can meet customer needs and requests. Additionally, Nantel and Sekhvat (2008) point out that the credibility of a resource is through the power which leads into advertiser's trust building. "Credibility" is used to show communicator's traits (whether a person or a company). Credibility includes expertise, trust, fascination and power (Lee et al., 2006).

H4: credibility impacts on attitude toward mobile advertising.

### 2.5. Personalization

Consumers prefer customized content of mobile advertising commensurate to their interests. Mobile advertising personalization can enable marketers to achieve potential consumers in a very unique manner and, as a result, to increase their customer relations (Robins, 2003). Ho and Kwok (2002) say "by personalization, the amounts of transmitted messages to customers are mitigated and users would no longer receive many long and irrelevant messages". Likewise, Rao and Minakakis (2003) assert that marketing techniques are needed based on customer information profiles, dates and needs. Yan et al. (2004) explain that personalized mobile

advertising target certain customers and meet their need by their orders, preferences and shopping habits. In other words, personalized mobile advertising points out sending messages to mobile devices based on the population of users (e.g. income), user's preferences (e.g. considered product), theme (e.g. location of users' activities) and content factors (e.g. brand) (Xu, 2007).

H5: personalization impacts on attitudes toward mobile advertising.

## 2.6. Permission

Permission before sending advertisement is an important factor which impacts on consumers' attitude toward advertising. In this vein, consumers permit marketers for advertising (Wong and Tang, 2008). Reyck and Degraeve assert that mobile advertising is profitable only when it is based on permission. Tsang et al. (2004) shows that overall attitude in mobile advertising is negative. According to him, it is not a good idea to send advertisements to potential customers before their permission. In other words, he suggests permission - based advertising. Consumers should be able to control mobile advertising (Carroll, 2007). To this end, permission - based advertising is discussed and suggested as a guide by authors.

Permission based advertising is an agreement between advertise and receivers who decide when and how much information should be sent for receiver (Michael and Salter, 2006). On this basis, messages on goods and services are sent for certain people who have announced their tendency to receive such information clearly (Tsang et al., 2004). It is important to say that mobile advertising is effective only when it is based on permission. Sent messages without customers' consent are seen undesired and are even illegal in some countries.

H6: Permission to send advertisements impacts on attitudes toward mobile advertising significantly.

## 2.7. Subjective norm

Based on Theory of Reasoned Action (TRA), subjective norm impacts on a person's tendency to a behavior. Subjective norm is defined as a person's conception that people think they should or should not conduct behaviors (Ajzen, 1991; Davis et al., 1989; Fishbein and Ajzen, 1975). According to Ajzen and Fishbein (1980) subjective norm is a function of normative beliefs and motivations of a person. In information system researchers, the impact of subjective norm is shown that impacts more importantly on low experienced or inexperienced consumers (Venkatesh et al., 2003). Therefore, subjective norms may impact of trust building.

Subjective norms are considered to count social impacts exposed by an individual's attitude. Therefore, it is a certain behavior impacted by the opinions of others concerning behavior (Mansour, 2012). In principle, TRA shows the link between subjective norms and behavioral tendencies

developed by Fishbein and Ajzen (1975) and it indicates that tendencies are determined social attitudes and norms which change behavior and/or as a unique behavior.

H7: subjective norms impact on consumers' attitudes toward mobile advertising significantly.

H8: subjective norms impact on consumers' tendency to accept mobile advertising significantly.

## 2.8. Incentives

Incentives are values or profits from consumers which can enjoy them when they receive mobile advertising (Hanley et al., 2005; Pastore, 2002). Incentive - based advertising creates certain financial rewards for those people who agree to receive mobile advertisements (Pietz and Storbacka, 2007). By sending incentive - based advertisements, advertiser generates value for individuals and creates a good sense among customers (Iddris, 2006).

Mobile marketing researches support the relationship between incentives and attitude toward mobile advertising. Considered incentives are assigned to the impact of consumer's tendency to receive mobile advertising receiving and consumers are more tended to receive incentive - based mobile advertising (Tsang et al., 2004).

H9: incentives to receive mobile advertising impacts on consumers' tendency to accept mobile advertising significantly.

## 2.9. Attitude, tendency and behavior

Attitude is an important concept in marketing and information system studies. Fishbein (1967) has defined attitude as "a learned predisposition of human beings". Based on this predisposition, "an individual would respond to an object (or an idea) or a number of things (or opinions)." Kotler and Keller (2011) asserted that "an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea".

Relations between attitude, tendency and behavior are studied and confirmed by several researches. According to TRA, people's tendency form their behavior or accepting a technology based on their beliefs (Ajzen and Fishbein, 1980). By using TRA, Ajzen and Fishbein (1980) indicated that behavior can be predicted by tendencies and tendencies are determined by attitude and subjective norms. Tendencies show the power of programs to conduct a special behavior (Fishbein and Ajzen, 1975). Attitude is defined as positive or negative feelings on a behavior (Ajzen and Fishbein, 1987). In other words, if someone has positive feelings on a behavior, he has a strong and important priority/reason for that behavior and he would most likely conduct that behavior. Many authors have proved the importance of attitudes on tendencies and tendencies on behavior. Attitude relates with a system significantly and directly. It is an important

finding since it suggests that using a system can be changing independent from a closed system.

H10: attitude toward mobile advertising impacts on consumer's tendency to accept mobile advertising.

H11: consumer's tendency to accept mobile advertising impacts on consumer's behavior toward accepting mobile advertising significantly.

Based on above hypotheses, research conceptual model is provided as below (Fig. 1).

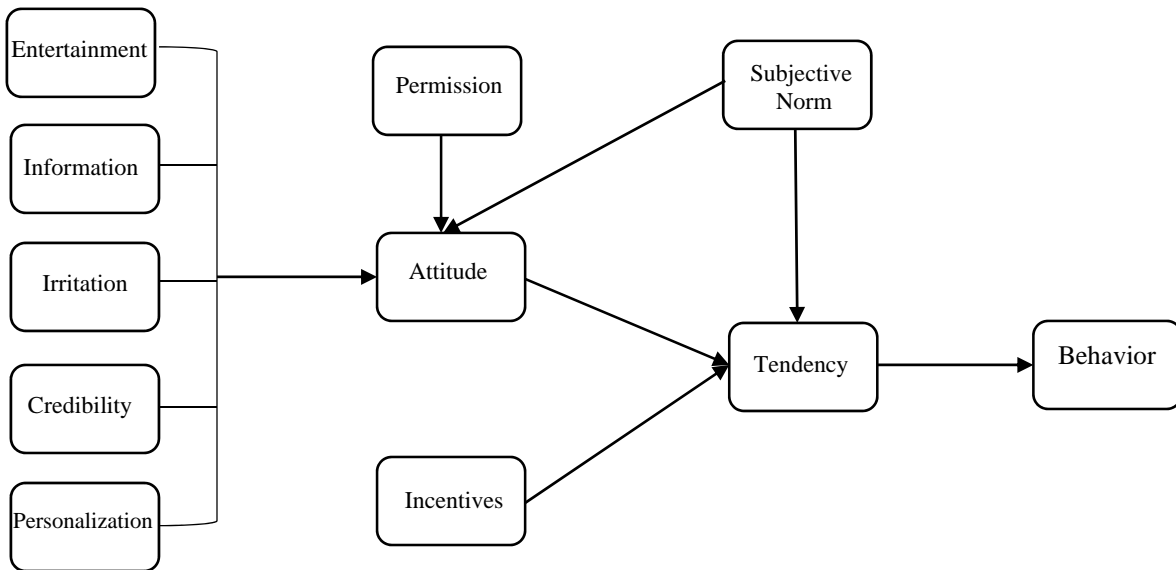


Fig. 1: Research proposed model 3. Research Method

Utilized methodology is survey-type. Data is collected through questionnaire. Research population consists of mobile users in Khuzestan province. Since the number of user is unlimited (over 10,000) in this province, 384 subjects were needed but for more reliance, 397 were selected randomly. The questionnaire consisted of 27 indicators to measure the variables which 25 indicators is used of Likert five-scale from "fully disagree" to "fully agree".in 2 indicators that are relevant to the consumer behavior is used from two question with 5 options.To study the validity, face validity is used for which the questionnaire was submitted to 12 academic instructors and their modifying opinions were used. To study the reliability of the questionnaire, Cronbach's alpha ration is used and explained in conclusion section.

#### 4. Results

To study relations in the research, SPSS software package was used to confirm reliability and then SEM and WarpPLS4 software packages were utilized.

##### 4.1. Measurement model analysis

In this step, it is determined whether theoretical concepts are measured well by observed variables or not. To this end, their reliability and validity is studied. In a PLS model, the reliability of each indicator of latent variables, construct reliability and validity are all analyzed. In PLS model, reliability of each latent variable is determined by measuring factor loads of each indicator. Factor loads are computed by measuring the correlation of each indicator of constructs (Table 1).

To study the reliability of the construct, two indicators of Cronbach's alpha value and composite reliability are used. All CR ratios are greater than 0.7 and all Cronbach's alpha values are greater than 0.6. Usually, alpha value less than 0.6 indicates weak reliability, 0.6 - 0.8 indicates plausible reliability and +0.8 indicates high reliability (Skaran, 2005). Likewise, validity is computed by AVE which indicates shared variance between each construct with its own indicators. Fornell and Larcker (1981) suggest values higher than 0.5 for validity plausibility and say that all values are over plausible level.

Since relevant questionnaire enjoys proper reliability and validity, in next section we study research hypotheses through structural equation modeling (SEM).

##### 4.2. Structural model

Fig. 2 indicates results on research hypotheses. Fig. 2 indicates SEM on research hypotheses. Results suggest that all defined routes in research model have significant impact ratio. Therefore, all research hypotheses are supported.

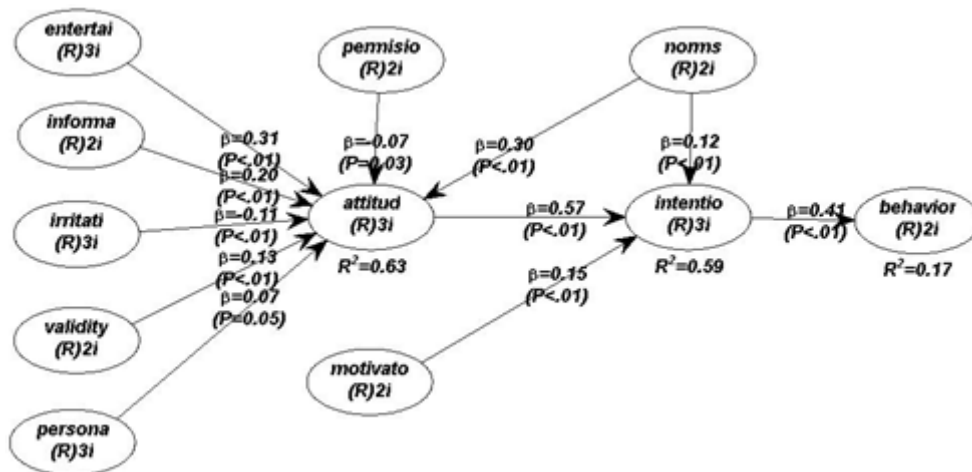
If it is equal or greater than 0.5, it shows that the variance between construct and its indicators is greater than measured error variance for that construct and its reliability is plausible. The results show all Figs for measures related to latent variable have values with higher factor loads than 0.5. Therefore, one can say that measurement model enjoys adequate reliability in terms of latent variable indicators (Table 2).

**Table 1:** The amount of factor loads for latent variables

P value	SE	Behavior	Tendency	Subjective norm	Attitude	Incentives	Permission	personalization	Credibility	Irritation	Informativ e-ness	Entertainm ent	
<0.001	0.046	0.110	0.113	0.034	0.020	-0.055	0.062	-0.029	-0.068	0.006	-0.300	0.926	Question 1
<0.001	0.040	0.014	0.077	0.002	0.148	-0.020	-0.103	0.039	-0.121	0.074	-0.061	0.946	Question 2
<0.001	0.038	-0.128	-0.199	-0.037	-0.177	0.078	0.045	-0.011	0.199	-0.084	0.375	0.895	Question 3
<0.001	0.026	0.095	0.057	0.161	0.275	-0.100	-0.050	-0.007	-0.192	0.119	0.903	-0.084	Question 4
<0.001	0.035	-0.095	-0.057	-0.161	-0.275	0.100	0.050	0.007	0.192	-0.119	0.903	0.084	Question 5
<0.001	0.063	-0.296	-0.309	0.332	-0.200	-0.340	0.177	0.131	0.212	0.656	-0.085	0.298	Question 6
<0.001	0.061	0.115	-0.132	-0.264	0.364	0.091	0.108	-0.062	0.150	0.741	0.310	-0.281	Question 7
<0.001	0.033	0.127	0.350	-0.026	-0.161	0.181	-0.229	-0.047	-0.291	0.860	-0.201	0.014	Question 8
<0.001	0.037	-0.110	0.489	-0.226	0.082	0.006	0.067	-0.182	0.869	0.120	-0.248	0.136	Question 9
<0.001	0.042	0.110	-0.489	0.226	-0.082	-0.006	-0.067	0.182	0.869	-0.120	0.248	-0.136	Question 10
<0.001	0.056	-0.013	-0.385	-0.261	0.330	0.000	0.175	0.653	0.426	-0.005	-0.023	0.153	Question 11
<0.001	0.048	0.088	0.212	0.094	-0.178	-0.003	-0.146	0.858	-0.037	0.017	0.146	-0.159	Question 12
<0.001	0.058	-0.088	0.092	0.117	-0.083	0.002	0.014	0.764	-0.323	-0.015	-0.144	0.048	Question 13
<0.001	0.047	-0.004	-0.034	0.358	-0.136	-0.194	0.906	0.110	0.054	-0.092	-0.173	0.071	Question 14
<0.001	0.032	0.004	0.034	-0.358	0.136	0.194	0.906	-0.110	-0.054	0.092	0.173	-0.071	Question 15
<0.001	0.032	-0.046	0.401	-0.090	0.010	0.868	0.066	-0.069	-0.009	-0.068	-0.208	0.089	Question 16
<0.001	0.033	0.046	-0.401	0.090	-0.010	0.868	-0.066	0.069	0.009	0.068	0.208	-0.089	Question 17
<0.001	0.037	-0.022	-0.145	-0.119	0.911	0.166	-0.044	-0.064	0.097	0.024	0.091	0.135	Question 18
<0.001	0.025	-0.042	-0.017	-0.120	0.943	0.045	-0.001	-0.037	-0.077	0.032	0.069	-0.061	Question 19
<0.001	0.026	0.067	0.167	0.250	0.886	-0.218	0.046	0.104	-0.018	-0.059	-0.167	-0.073	Question 20
<0.001	0.026	0.123	-0.226	0.958	-0.084	0.168	-0.133	0.046	-0.023	0.050	0.061	0.004	Question 21
<0.001	0.028	-0.123	0.226	0.958	0.084	-0.168	0.133	-0.046	0.023	-0.050	-0.061	-0.004	Question 22
<0.001	0.061	0.002	0.682	0.288	0.926	-0.740	0.194	0.193	-0.111	0.056	-0.046	-0.146	Question 23
<0.001	0.037	0.040	0.927	-0.037	-0.422	0.209	-0.057	-0.097	0.026	0.024	0.075	0.076	Question 24
<0.001	0.036	-0.043	0.906	-0.179	-0.265	0.343	-0.088	-0.046	0.057	-0.067	-0.042	0.032	Question 25
<0.001	0.037	0.900	-0.019	0.137	-0.045	-0.027	-0.038	0.098	-0.017	-0.030	-0.215	0.121	Question 26
<0.001	0.032	0.900	0.019	-0.137	0.045	0.027	0.038	-0.098	0.017	0.030	0.215	-0.121	Question 1

**Table 2:** The values of CR, Cronbach's alpha and AVE

Behavior	Tendency	Subjective norm	Attitude	Incentives	Permission	personalization	Credibility	Irritation	Informativ e-ness	Entertainm ent	Latent variable
0.895	0.881	0.958	0.938	0.860	0.901	0.805	0.860	0.799	0.898	0.945	CR
0.766	0.793	0.911	0.901	0.674	0.781	0.634	0.675	0.620	0.773	0.913	Cronbach's alpha
0.811	0.715	0.918	0.835	0.754	0.820	0.582	0.755	0.573	0.815	0.852	(AVE)



**Fig. 2:** Path coefficients and its significant

To evaluate model fitness which refuses or accepts the model, APC, ARS and AVIF indicators are used. Achieved P-Value for APC and ARS should be

less than 0.05 while desired value for AVIF is less than 5. The achieved values for APC and ARS are 0.223 and 0.463 respectively and their significance is

less than 0.001. AVIS was computed 1.912 which is plausible. Therefore, one can conclude that model fitness is in desired level.

To link measurement and SEM,  $R^2$  is used which indicates the impact by independent variable on dependent one. Falk and Miller suggested values equal or greater than 0.1 for  $R^2$ . In present study and by considering achieved values, one can conclude that present study structural model enjoys sufficient prediction power. In other words, 63% of changes in attitude toward mobile advertising and 59% of changes in tendency to accept and 17% of changes in consumer's behavior toward mobile advertising are explained by variables entering into the model that their all values are greater than 10%.

## 5. Conclusion

Today, audiences' trust to advertising is excessively reduced due to marketing efforts and people usually consider them as tools to chaste for selling products. Although advertising is one of the most tangible and oldest marketing activity and companies spend huge budgets hoping for a miracle, these costs are wasted without any result since consumers do rely upon advertising. Therefore, a proper way to curb this challenge is to use a proper media for advertising. A proper ground for advertising which has increasingly grown in recent years is mobile phone. Concerning its high penetration rate and easy access by all people, mobile has created a very important ground for advertising by companies. By improving audiences' attitude toward mobile advertising, tendency to accept and respond advertisements will be also enhanced. To this end, present research has studied the impact of various factors on attitudes toward mobile advertising and, as a result, the impact of behavior on mobile advertising.

The results from analyzing collected data indicate that "entertainment", "informative-ness", "irritation", "credibility", "personalization", "permission" and "subjective norm highly impact on mobile advertising. Besides, the findings show that the impact "subjective norm", "incentives" and "attitude toward advertising" on "tendency to accept advertising" is remarkable. Finally, tendency to accept advertising impacts on behavior. All findings are consistent with previous researches mentioned in literature review section.

Among characteristics of mobile advertising, one can refer to the capability of sending messages commensurate to information on individuals' profiles. In delivering questionnaires, many respondents complained receiving message in improper hours or they received repeated messages despite of the fact that they had announced their reluctance. Likewise, sending messages without considering their conditions have irritated them. For instance, advertisements of women barber shops or apparel shops are sent for men. Respondents have reported that they use those advertisements further that have received by their consent. According to

them, such messages like season discounts are more fruitful.

Therefore, the author suggests personalizing messages by information of phone owners. Preparing the profile (personal information) of the user buy their consent can impact on improving the acceptance and effectiveness of messages as well as informative-ness and entertainment. Likewise, it is suggested that message can be on customers' needs and interests and to determine their content and time of sending them by audiences. It is recommended that mobile advertising include information on new products, services, price changes, etc. By adding voice, color and images, one can improve the effectiveness of advertising. To prevent irritation of audiences, advertisements should be short and transparent (clear) and, if possible, their content should amazing and comic. Focus on updated information and commensurate to users' needs as well as using amazing and comic methods and attractive/emotional text are too important.

Present study attempts to measure the acceptance of mobile advertising among mobile users in Khuzestan province. Considering the reviewed literature and obtained experiences during the project, it is recommended to consider cultural factor as a very important factor which shapes human's behavior in next study as well as its impact on accepting such advertising. Likewise, it is recommended to study the effectiveness of mobile advertising in a qualitative research. In future study, it should be attempted to clarify a comprehensive model on mobile advertising acceptance in which such concepts of viral marketing, customer satisfaction, social relation power, perceived social interests, awards, personality power and intellectual leadership are all considered.

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