Factors in Fluencing Users Attitude Toward Mobile Advertising In The City of Isfahan

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Abstract: Consumers are living within a media saturated environment, which limits the effectiveness of advertising. This has led to advertising clutter, most prevalent in traditional mass media. The advertising clutter has resulted in marketers moving their advertising focus toward less cluttered mediums, such as mobile advertising. Mobile advertising allows companies to specifically target the right consumers by looking at age, gender and geographic regions etc. Being able to advertise to such a specified target group is an advantage for companies, however the question remaining is how consumers perceive this form of specific targeting advertising. 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 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 advertising ,advertising value,attitude towards mobile advertising

INTRODUCTION

There is a vast array of models measuring advertising attitudes that have been developed throughout the years by researchers like Mackenzie and Lutz (1989), Ducoffe (1996) and Shavitt, Lowery and Haefner (1998). Based on the findings of the authors' literature review conducted for this study, models and theories originally developed by Ducoffe (1995) for measuring attitude towards advertising on the web were selected. The initial model consisted of three different factors: Entertainment, information and irritation, suggested by Ducoffe to build the foundation in the forming of attitudes towards an ad. In the second stage the Ducoffe model was further developed with another factor. Mackenzie and Lutz (1989) and Shavitt *et al.*, (1998) suggested adding the credibility factor, proposing the importance of a trust- and credibility factor in the forming of the attitudes towards the ad. Mackenzie and Lutz (1989) argued that it was important that the consumer perceived the ad as truthful and believable. In the third stage, Shavitt *et al.*, (1998) argued that relevant demographics play an important role on the attitude. Factors like income, gender, education and age affects the attitude toward advertising. For this particular study, gender, age and income have been chosen by the authors as relevant demographic factors. Based on previous research, Brackett & Carr (2001) suggested a final stage of what the authors of this thesis will call the Ducoffe Extended Model (DEM). Bracket and Carr (2001) presented the edited and complete model in 2001. There have also been suggestions that demographics play an important role in attitudes, as previously mentioned (Shavitt *et al.*, 1989).

Based on the relevant theories for this study, the authors found the DEM model to have the requirements in order to fulfill the purpose of the study. The choice of using the DEM model suggested by Brackett and Carr (2001) was based on the fact that it has previously been used, in similar research contexts, measuring attitude towards advertising and has also provided high levels of credibility (Ducoffe, 1996). Wang, Zhang and D'Eredita (2002), Zhang and Chingning (2005), Ducoffe (1996), Brackett and Carr (2001), Ling *et al.*, (2010) and Saadeghvaziri and Seyedjavadin (2011), have all used parts of, or all factors, included in the model.

Entertainment:

The value of entertainment lies within the ability to fulfill the consumers' needs for escapism, di-version, aesthetic enjoyment or emotional release. The ad should be able to entertain the con-sumer and enhance the exchange between the consumer and the ad, to increase the entertain-ment value to create a more positive attitude towards the ad (Ducoffe, 1996). In other words the ad should look nice and appealing and have a meaning for the consumer. This also affects the advertising value in a positive direction, which consequently affects the attitude. Creating a positive attitude toward an ad includes delivering entertainment for the consumer and the ad should be pleasant and likeable. Consumers like and prefer ads that have pleasurable and entertaining

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elements and this factor can create a significant favorable positive attitude towards advertising (Pollay& Mittal, 1993). It has been found that the entertainment factor will create a

significant positive attitude towards the ad and can even create further curiosity for the ad (Ling *et al*., 2010). The authors have not been able to find any literature that supports a theory that there should be a difference between advertising-in-general and green advertising. Based upon previous research, the study aims to examine and compare consumers' attitudes to-ward printed advertising-in-general and printed green advertising, the following hypotheses are proposed:

H0 : The perceived entertainment factor has impact on advertising value .

Information:

Objectives of advertising relate to the creation of awareness, informing customers, creating a de-sired perception for the product or brand and a preference for the product or brand. In addition, it should also persuade the customer to purchase the product or the brand (Bendixen, 1993). The factor of information relates to the content of the advertisement and as stated, one of the primary objectives is to create awareness and to show the uniqueness of the advertised product (Soberman, 2004). Advertising plays an important and legitimate role in delivering information (Rotzoll, Haefner&Sandage, 1986). Previous studies conducted by for instance Ramaprasad and Thurwanger (1998); Haghirian and Madlberger (2005); and Ducoffe (1996), mention that research has shown that there are strong and positive relationships between the level of information and consumers' attitude towards advertising. An advertiser has to provide information to the consumer so the highest possible satisfaction can be achieved. Ducoffe (1996) mention that research has additionally shown that advertisements' ability to supply information is a primary reason for approving it. Brackett and Carr (2001), sug-gest that advertisement should be a good source of relevant product information.Ducoffe (1996) also argues that advertisement should supply complete product information and contribute to the fact that information about products is immediately accessible. Green advertising should be in-formative and useful in helping the consumer to determine differences in products and to help them make a better decision. Advertisers might use vague or unspecific environmental claims without any factual support to describe a product's characteristics or benefits, where an example of vague wording could be "better for the environment" (Davis, 1993). Based upon previous re-search, the study aims to examine and compare consumers' attitudesthe following hypotheses are proposed:

H1: The perceived level of informationhas impact on advertising value .

Irritation:

When advertising is intrusive, it will result in irritation, which in turn will have a negative effect upon the attitude and influence on the consumer's behavior. Irritation can also cause that the persuasive power of the ad is reduced (Aker &Stayman, 1990). Consumers often see advertise-ment as an intrusion in their lives and the intrusiveness is a root for dissatisfaction and creates a negative attitude towards the ad or brand (Ogba, Saul & Coates, 2012). To create a positive attitude towards the ad, advertisers must avoid irritating the consumer since it has a negative effect on the overall attitude. Research has suggested that one of the foremost sources of irritation are that the tactics the advertiser uses are annoying, insulting or overly ma-nipulative. This will result in that consumers will most likely view the advert as an unwanted and irritating influence (Ducoffe, 1996). Therefore, the attitude will be affected negatively by irritation. Based upon previous research, the study aims to examine and compare consumers' attitudes, the following hypotheses are proposed:

H2:The perceived irritation factor has impact on advertising value .

Credibility:

Ad credibility is defined as the extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable, and perceive the source to have knowledge and skills, and to give truthful and unbiased information (MacKenzie& Lutz, 1989; Ohanian, 1990). There is substantial evidence of previous empirical findings, suggesting that irritation toward ads make the ad less effective, and that positive associations will influence the consumers' attitude toward the actual message found in the advert (Ohanian, 1990; Goldsmith, Lafferty & Newell, 2000). Credibility can be achieved in several ways, where one way is to list key attributes and communicate trustworthiness to the consumer. Advertiser can also make use of referrals, suggestions and positive associations to gain trust among consumers, where an industry professional, for instance a doctor or hairdresser, recommends a particular product to increase the level of trustworthiness and credibility even more (Solomon *et al*., 2010). Additionally, a spokesperson or organization can be used to sponsor an advertisement also affecting the level of perceived credibility if done correctly. The use of celebrities as spokespersons or endorsers can additionally enhance the level of credibility (Fill, 2005; Solomon *et al*., 2010). The level of credibility could also depend upon the source of the ad, meaning that if the source has the perceived expertise relevant to the topic, it is regarded as trustworthy. This is a common reason why advertisers make use of referrals or celebrity endorsements. Expertise comes from knowledge possessed in the subject

whereas trustworthiness refers to the honesty of the source (Goldsmith *et al*., 2000). The source credibility can affect the consumers' willingness to accept

the ad message, hence many advertiser use positive characteristics of the source, such as an expert in the field to obtain the acceptance from the consumers (Ohaninan, 1990). Trust is one of the key components in the relation between the consumer and the brand and it is a common finding that consumers in general do not trust advertising, due to issues of false mar-keting efforts (Percy & Elliot, 2008). A dishonest price policy or false environmental claims can hurt the advertising business and create distrust toward a brand, which in the long run, affects the consumer's perception of the advertisement in a negative way. Previous research has shown that consumers have formed skeptical attitudes towards green advertising, where the higher the level of perceived trickery and deception has resulted in lower levels of perceived credibility (Ahmad *et al*., 2010). It should also be noted that Swedish people generally trust green brands more than non-green brands, found in advertising-in-general (Barnsidan, 2004). Based upon previous research, the following hypotheses are proposed:

H3: The perceived credibility factor has impact on advertising value .

Advertising value:

The advertising value is affected by the four factors, entertainment, information, irritation and credibility. It should not be regarded as a factor like the others since it is dependent on the values of the other four factors. Advertising value can be defined through a subjective evaluation of the relative worth or utility of the advertisements to consumers (Ducoffe, 1995). Advertising value relates to the question: "What do I want to receive from the advertisement?". The value concerns the communication exchanges between the advertiser and the consumer and is a two way process where the consumers is the receiver and the advertiser is the sender (Ducoffe&Curlo, 2000). The sender wants the receiver to pay attention to the ad and get at least some appreciation of the message, the receiver wants to get something positive out of the advertisement. If an ad is ignored or dismissed by consumers, it can be viewed as ineffective, resulting in a low advertising value, basically suggesting that a failure of communication exchanges has occurred (Ducoffe&Curlo, 2000). Ducoffe (1996) argued that the attitude toward the ad has both cognitive and affective antecedents. Advertising that is perceived to be of high value is likely to have a positive input that, combined with other influences, contributes to the formation of positive consumer attitudes toward advertising. Since advertising value is the value that the consumers receive from the ad, the advertiser aims to create an ad that is useful, valuable and important for the consumer. If these aspects can be achieved, it is likely that consumers will have a positive attitude towards the ad (Ducoffe, 1996). Based upon proposed theories, the following hypotheses are proposed:

H4: advertising value has impact on attitude toward advertising.

Consumer Attitudes toward Advertising:

With mobile advertising being a relatively new marketing phenomenon, most consumers will not have formed a stable attitude to this form of advertising yet. However, Bauer *et al* (2005) have shown that a consumer's attitude toward advertising in general impacts that consumer's attitude toward mobile advertising. Consumers are likely to be highly familiar with advertising in general, as they are exposed to it on an everyday basis. Therefore they can be expected to hold a stable and consistent attitude toward advertising in general (Bauer *et al*, 2005). In order to get a better overview on consumer attitudes toward mobile advertising, first an overview on consumer attitudes toward advertising in general is provided.

A consumer's attitude toward an advertisement is an important influence on advertising effectiveness, brand attitudes, and purchase intentions (MacKenzie& Lutz, 1989). A consumer who enjoyed a particular advertisement is likely to hold a favorable attitude toward the brand advertised (Sicillia, Ruiz & Reynolds, 2006). However, Heath &Stipp (2011) claim that emotion is better communicated when less attention is paid, because low attention inhibits counter-argument. Therefore low attention processing will tend to favour advertisements designed to exert emotional influence. Furthermore, Heath &Stipp (2011) argue the effect of wear-out in television advertising when showing an advertisement too often. They say when advertisements are processed in a shallow fashion, affective responses are enhanced, and there is no evidence of a downturn after repetition. Therefore the viewers' behaviour of paying less attention to advertising they like and have seen before is likely not only to increase their emotive influence but to greatly extend their acceptability. Nowadays however, marketers have to keep in mind the problem of advertising clutter in the traditional advertising channels.).

However, Shavitt *et al* (1998) found that consumers actually tend to have quite positive attitudes toward advertising. Consumers tend to enjoy advertisements they see, and they tend to find advertising generally informative and useful in guiding their own decision making.

H5: attitudes toward advertising has impact on attitudes toward mobileadvertising.

Information Seeker:

An individual's propensity to search and use information is an important construct in the analysis and explanation of consumers' behaviour (Kroeber-Riel & Weinberg, 2003). The personal relevance of advertising messages also depends on the individual's propensity to receive information. It is plausible to assume that an individual's propensity to search and use information partly determines his attitude toward mobile advertising.

H6:information seeker has impact on attitudes toward advertising

Consumer Attitudes Toward Mobile Advertising:

Mobile Marketing refers to marketing activities that deliver advertisements to mobile devices using a wireless network and mobile advertising solutions to promote the sales of goods and services, or build brand awareness (Yunos&Gao, 2002). Furthermore, mobile advertising provides consumers with time- and location-sensitive, personalized information that promotes products, services and ideas, thereby benefiting all stakeholders (Scharl *et al*, 2005). According to Yuan and Cheng (2004), mobile marketing has become increasingly popular because the mobile phone is a personal device used in marketing.

Mobile marketing is the new way to access people, communities and interested groups. With the penetration rate of mobile phones growing fast, in 2010 there was a global penetration rate for mobile subscriptions of 76% (ITU, 2010), the advertising industry is becoming increasingly interested in using the mobile phone as a medium for communicating commercial content (Silberer&Wolhfart, 2001). There are various types of mobile marketing available to marketers. As mentioned earlier in the background, there are 5 main forms of advertising through a mobile device (Swallow, 2010): sms/mms, Rich media, mobile applications, geo-location, and mobile video. Another way of advertising through mobile devices is with the use of QR codes, however this is a technique requiring the consumer to act when interested in an advertisement.

When looking at mobile advertising acceptance, a distinction can be made between permission-based mobile advertising and regular mobile advertising. Mir (2011) showed that users of mobile marketing services, after advertisers getting their permission, tend to have a more positive attitude toward the advertisement. In permission based advertising, product and service specific content is communicated only to agreed individuals (Tsang *et al*, 2004). Unsolicited messages (spam) irritate mobile users and are considered illegal in some countries (Tripathi&Siddiqui, 2008). In permission marketing consumers give their approval to receive marketing information (Godin, 1999).Successful permission marketing is about building long-term relationships with customers once the initial permission is granted. The consent, trust and two-way exchange of information help to develop the relationship between the consumer and the brand. The fact of consumers having a more positive attitude toward mobile advertising after agreeing upon receiving the advertisement is shown by the research conducted by Tsang *et al* (2004).

Next to having a more positive attitude toward the mobile advertisement after agreeing upon receiving such advertisements, consumers were also found to be more likely to read the messages in full and they tended to read them immediately, whereas those consumers who did not give permission to companies to send out mobile advertisements tended to ignore and not read the received messages. According to Tsang *et al* (2004) mobile advertisements were mostly rated as negative because consumers found the advertisements irritating, given the personal and intimate nature of mobile phones. Figure 1 shows hypothesis :
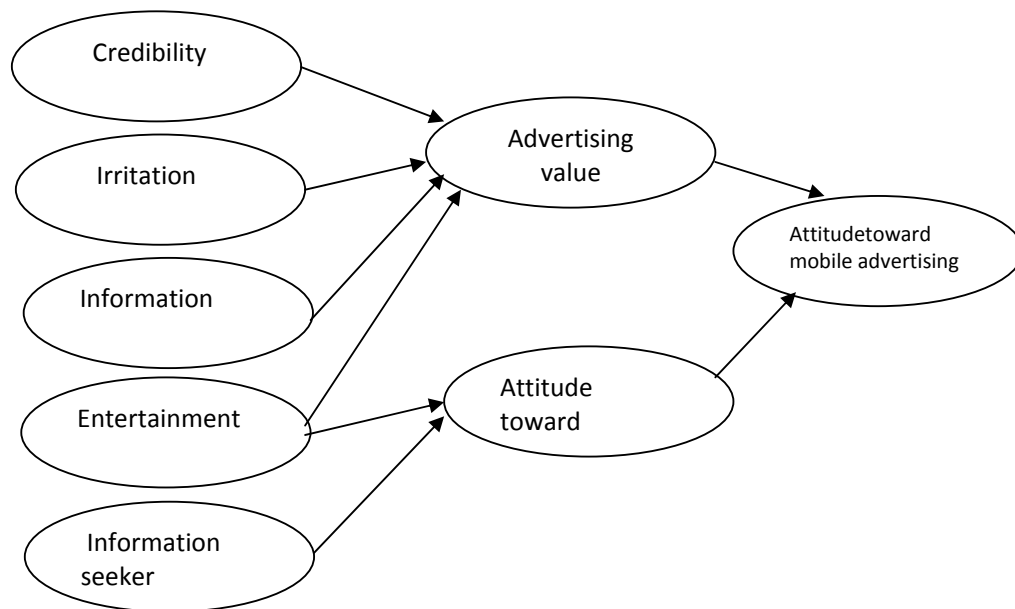

Fig. 1: proposed model

Research Methodology:

The questionnaire for this research is divided into two parts – part 1and 2. part 1of the questionnaire Included questions on the demographic profile section B of the questionnaire solicits responses on the key constructs of the research framework. The measurement for the conceptual variables was based on a fifth-point likert scale with scale anchors from"1" – strongly disagree to "5" – strongly agree. Previous researchers have also used similar measurement in their studies.

Sample:

The statistical population of this research is the citizens of Isfahan city. Since the statistical population was unlimited, therefore the following formula was used to get the size of the sample:

$$n = \frac{z^2 \frac{\alpha}{2} \cdot \delta^2}{d^2}$$

table 1 shows demographic profile

Table 1: Descriptive Statistics Results

Characteristics Description		Frequency	Percent
Gender	Female	59	43.7
	Male	99	56.3
Age	Less than 20 years	19	11.7
	20 to 30 years	56	34.6
	31 to 40 years	44	27.2
	more than 40 years	40	24.7
Education	Diploma and less	29	17.9
	Advanced diploma	31	19.1
	Bachelor	78	48.1
	Master Degree	16	9.9
	PhD and above	3	1.9
Income	Below 200 dollars	37	22.8
	200 to 400 dollars	15	9.3
	401 to 600 dollars	39	24.1
	601 to 800 dollars	48	29.6
	More than 800 dollars	17	1.5

For testing the reliability of data gathering instrument, the designed questionnaire distributed among 30 citizen of Isfahan city as a pilot study. The results of the primary sample show that Cronbach alpha (α) index is 0.86, that indicate a good reliability.

Structural model:

The data gathering instrument was a self administered questionnaire. All the items were measured using five-point Likert scale items with anchor points 1 = strongly disagree and 5 = strongly agree. To analyze the hypotheses of the study, one-sample τ-test has been used. To test the reliability of data gathering instrument, a preliminary study has been conducted with a sample of 30. The results of the primary sample show that Cronbach alpha (α) index is 0.84 that indicate a good reliability. Also for testing the existence of linear relations between variables, P.correlation was used. 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. For determine that to what extent, indexes are acceptable for measuring patterns, first we must analyzing all of the measuring patterns separately. After review and confirmation pattern, for meaningful test of hypothesis we have used Critical Value (CV) index and P. Critical value is the ratio that resulted of dividing the "Regression Weight Estimation" on "Standard Error". According to meaningful level of 0.05, critical value must above 1.96. Below this value, the related parameter in pattern is not considered important. And values below 0.05 for P value have showed meaningful difference in accounted value for regression weights with value of 0 in meaningful level of 0.95

Table 2 show general indexes that presented in path analysis. Giving that for mentioned pattern p> 0.05, could result that the ratio of x^2(chi-square) is fit for that pattern. Goodness-of-fit (GFI) for pattern is 0.993(GFI >0.9), showed that there is not little difference between reproduced and observed variance and co-variance, and it represented the good fitness of pattern. RMR for mentioned pattern is 0.006(RMR < 0.05), that is little and showed little error in pattern and good fitness of it. Comparative fit index (CFI) for mentioned pattern is 0.999 (CFI >0.05) and showed that the fitness of pattern is good. RMSEA for pattern is 0.023(RMSEA <0.05), this index too, showed that the fitness of pattern is good.

Table 2: Overall index of path analysis

index	CMIN	DF	P	CMIN/DF	RMR	GFI	AGFI	TLI	CFI	RMSEA
value	346.087	167	0000	2.072	0.006	0.993	0.949	0.997	0.999	0.023

Table 3 shows the result of hypotheses testing. As it is clear the p-value of presented hypotheses is lower than 0.05 (p<0.05) that means these hypotheses are accepted. The irritation regression weight of 0.55 is the stronger factor, and the lowest regression weight of 0.316 is belonging to information seeker. Other hypotheses that do not present in table are rejected.

Table 3: The result of hypotheses testing (regression weights)

Hypothesis	Estimation	S.E	p-value
Advertising value ⟵ credibility	0.49	0.134	***
Advertising value ⟵ information	0.35	0.176	***
advertising value ⟵ irritation	0.55	0.186	***
Advertising value ⟵ entertainment	0.44	0.134	***
Attitude towards mobile advertising ⟵ Advertising value	0.51	0.186	***
Attitude towards advertising ⟵ information seeker	0.316	0212.	***

Conclusion:

The results of this study showed the Isfahanian citizenship mainly sees the originality, interactivity and entertainment levels of mobile advertising as positive in comparison to traditional forms of advertising. Furthermore, message content was shown to be an important factor in order for the consumer to perceive the advertising as positive. The message has to be of value to the consumer, meaning it has to contain timely information and preferably provide the consumer with an incentive such as a coupon or free item.

However, both information seeker and attitude toward advertising showed a strong positive relationship with attitude toward mobile advertising. This means the more positive the attitude toward advertising in general is, and the more the consumer likes searching for product information, the more positive the attitude toward mobile advertising will be.

The main purpose of this research was to find out what the attitudes of the Dutch youth are toward mobile advertising. The statistical results of the analysis of the questionnaire showed a negative attitude toward mobile advertising. The results of the focus group however, showed that when mobile advertising is used in a proper way, consumers' attitudes can be positive. The advertisements send out have to be original and entertaining, and be of value to the consumer by, for example, providing an incentive. Furthermore, the advertiser must have been granted permission by the consumer to send the advertisement, as the Dutch youth does not appreciate receiving unsolicited messages on their mobile phone.

The most observable differences discovered in our research relate to the factors of irritation, credibility, information and advertising value, indicating that the studied population hold a more favorable attitude toward advertising. Credibility and information proved to play the most important roles in advertising. It is possible to see the connection between the high values of credibility and information, since they complement one another.

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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