

THE EFFECT OF MOBILE ADVERTISING MESSAGE CONTENT ON CONSUMER PURCHASE INTENTION

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Evolution of telecommunications includes advancement of technology and devices, such as gadget and a phone that provides various venues for advertising to consumers. Despite traditional advertising remain popular to-date, more and more marketers start to use mobile advertising to execute advertising messages. The high penetration rate of mobile phones has contributed in increasing the use of handheld devices to deliver advertising messages. Short Messaging Services (SMS) in particular, has been very successful. SMS creates a new channel for advertising, where ads are rendered as a short textual message and sent to mobile phones. However, given its limited textual presentation, will this new medium have the same effect as other media on consumer purchasing intention? What do consumers think about SMS-based advertisements? Can mobile advertising lead to a change of behavior towards buying a product? A better understanding of these issues is critical for the effective use of mobile advertising. It is especially important to know how consumers feel about the advertisement delivered to their mobile phones. Given the differences between consumer responses to general advertising to advertising over the phone, it is unclear how consumers feel about advertising messages and how their attitudes towards mobile advertising affect their purchasing intention. The research framework proposes for this study relies on the models developed by Ducoffe (1996) and Mackenzie (1989) on consumer attitudes towards internet advertising. Based on these models, perceptual antecedents of entertainment, informativeness, irritation and credibility which are used to examine the consumers' behavioral response towards accepting internet advertising and how behavioral response affect consumer purchase intentions in mobile advertising are put together. By understanding the effectiveness of mobile advertising messages on consumer purchase intention, advertisers can better strategize their advertising strategy. The end result will contribute to better business dealings and money transaction, it is also important for marketers to have clear proof and facts to sell ideas and to decide on the best advertising medium selection for advertisers.

1. Introduction

Evolution of telecommunications includes advancement of technology and devices, such as gadget and android/iOS phone provide various venues for advertising to consumers. Despite traditional advertising remain popular to-date, more and more advertisers start to use mobile advertising to execute their advertising messages. The high penetration

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rate of mobile phones has contributed in increasing the use of handheld devices to deliver advertising messages (Tsang, Ho, & Liang, 2004). Short Messaging Services (SMS), in particular, has been very successful.

The use of mobile information services and SMS has increased significantly since 2001 (20). More than 100 billion SMS messages were sent out worldwide in a single year. The rising popularity of SMS has created a new channel for advertising, called mobile advertising where ads are rendered as a short textual messages and sent to mobile phones. The growth of mobile advertising has opened a new area for research. Given its limited textual presentation, will this new medium have the same effect as other media on consumer purchasing behaviour? What do consumers think about SMS-based advertisements? A better understanding of these issues is critical to the effective use of mobile advertising. It is especially important to know how consumers feel about the advertisement delivered to their mobile phones. Noticeably, while the number of mobile advertising grows exponentially, previous findings noted that irritation on the appearance of advertising on screen has led to dislike feeling towards the mobile advertising. On the other hand, some feel that mobile advertising is helpful in terms of information they received on matters pertaining to education, social, business, phone banking, securities and government agencies and many more through short text messages (SMS) (Wong & Tang, 2008).

Consumer attitudes toward advertising have been a focus of attention for a long time. Although some earlier literature reported positive attitudes towards advertising, most of the more recent researchers have found that consumers generally have negative attitudes towards ads (31, 32). At the same time, however Internet advertising seems to generate positive consumer attitudes (27). This is because Internet advertising is often thought to be informative and entertaining. Given the differences between consumer responses to general advertising to advertising over the Internet, it is unclear how consumers feel about advertising messages on their mobile phones and how their attitudes towards mobile advertising affect their purchasing intention. This research examines the effects of mobile advertising message content on consumer purchase intention.

By understanding the effectiveness of mobile advertising messages on consumer purchase intention, advertisers can better strategize their advertising strategy. The end result will contribute to better business dealings and money transaction, it is also important for agency to have clear proof and facts to sell ideas and to decide what are the best advertising medium selection of advertiser.

2. Literature Review

Mobile advertising takes on forms similar to web advertising, which includes email, web links, banner ads, sponsorships, and video ads. In addition, it uses a form unique to the mobile phone i.e. SMS advertisements. The advertising messages in alphanumeric format up to 160 characters, can be stored in the user's handheld set, reviewed or forwarded to others at a later time. SMS ads are diverse in content, including special offers, teaser ads, and product information requests (Barwise & Strong 2002). SMS

technology allows the sending of an advertisement in a single message with the ability to send the message to multiple recipients. The high volume of SMS usage leads to the high expectation of growth of SMS ads worldwide. The total spending of Ads was around one billion US dollars in the United States in 2006. It will likely total \$15 billion in 2011 registering a 15 times increase in a 5 year period (Steel & Veronica, 2007).

The Mobile Marketing Association (2010) defines mobile advertising as “mobile web banner (top of page), mobile web poster (bottom of the page and full screen interstitial..”. Mobile ad forms also include SMS, Multimedia Messaging Service (MMS) ads, mobile video, and mobile gaming ads. Similar to that, Laszlo (2009, pg: x) stated that the **mobile advertising definition refers to “advertising or marketing messages delivered to portable devices, either via a synchronized download or wirelessly over the air”**.

Definition of mobile marketing by Mobile Advertising Association (MMA, 2006), is a “standalone marketing program that has integration of content delivery and direct response vehicle with the use of wireless media”. Wireless Advertising Association (WAA) defines mobile marketing as **releasing advertising messages to mobile phones or PDAs through the wireless network** (Xu, 2007). According to Scharl, Dickinger and Murphy (2005) definition of mobile marketing can refer to as the use of a wireless medium to provide customers with individualized information about products, services, and ideas at any time and locations, which benefits all stakeholders.

~~Historically, a communication technology that evolves fully into a media platform for disseminating information and entertainment goes through a commercialization process. The evolution of radio, television, and the Internet shows that the introduction of the commercial model of third party (advertiser/marketer) financial support was critical to their growth. The commercialization of the mobile phone has been in motion. In the United States, the spending on mobile advertising reached \$871 million in year 2006. Advertisers are eager to explore the personal, interactive and ubiquitous features of the mobile phone to increase the effectiveness of their advertising campaigns beyond the use of traditional media channels (Cuneo, 2006). Big name advertisers such as Procter & Gamble, Coca-Cola, Microsoft and McDonald’s are the pioneers in integrating the mobile phone into their marketing campaigns. The year 2014 is a tipping year for big brands and agencies to seriously start mobile ads as part of the marketing strategy. MMA latest report stated worldwide ad spenditure has increased by 105% in 2013 and is predicted to scale up to another 75% in year 2014 for a total of \$31.5 billion (<http://www.mmaglobal.com/articles/5-mobile-advertising-trends-2014>). Literally in Asia Pacific region also showed an increament expenditure on the mobile advertising from year 2011 until forecast to year 2017. Statistic from Statista 2014 (<http://www.statista.com/statistics/238103/mobile-advertising-spending-in-the-united-states/>) reported mobile advertising raised \$4.07 billion from 2011 to 2014 and will continue to ascend to \$13.06 billion in 2017.~~

Leppaniemi, Sinisalo, and Karjaluoto (2006) carried a comprehensive review about mobile marketing research and found 21 different definitions. **The authors found that academicians have used different terms interchangeably, such as mobile marketing, wireless marketing and wireless advertising which all refer to mobile advertising. The**

critique was made some author mentioned there is no conceptual agreement about the definition of mobile marketing, besides most of the proposed definitions mainly focused on the technology itself rather than trying to go beyond that to clearly relate such technology into the marketing field (Leppaniemi et al, 2006; Balasubramanian, Peterson and Jarvenpaa, 2002)

Mobile advertising provides advertisers a new opportunity to communicate with consumers more effectively and efficiently in a growingly mobile society (Pagani, 2004). Realizing its great potential, marketer in developed countries is currently taking into account the advantage of mobile advertising to disseminate information about business offerings (Frolick and Chen, 2004; Laszlo, 2009).

According to the white paper published by Smaato in 2010, the mobile advertising industry in developed countries is expected to extend its remarkable take off from 2011 onwards (Lane, 2010c). Based on its current trend, the cumulative revenue for five European countries, namely France, Germany, Italy, Spain and UK are estimated to achieve USD 1.293 billion by 2015. These big countries will also experience an increment in revenue by 950 percent between 2010 and 2015 with the compound annual growth rate of 48 percent. Among these countries, the UK continues to hold the position as the largest and the most advanced market. On average, each company in the UK spends around USD 15,000 to USD 20,000 per annum on the campaign. Meanwhile, other companies reside in France, Germany, Italy and Spain spends approximately to achieve USD 122.55 million. By the end year 2011, the European's mobile advertising revenues are expected to reach USD 212 million (Lane, 2010c).

~~In Malaysia, mobile advertising also predicted to be an important medium for advertising which potentially equal as per developed countries. A recent study conducted by Eng & Masri (2010) mentioned about statistic of mobile phone subscribers in Malaysia in 2010 for post-paid were 6.5 million while subscription for prepaid were 18.6 million. In addition to the study, in the second quarter of 2010, the total numbers of SMS activities were 89.4 million this indicating a bright potential for Malaysia's mobile advertising activities. Even though the industry still in its infancy stage (Adham, Said, Ramlee, & Hannien, 2008), the total revenue is projected to increase from RM 10.04 million in 2008 to RM 175.5 million by the year 2012 (MCMC, 2010). (MCMC) From the Advertising Development in Malaysia report book (2009), MCMC reported that there is a high level of awareness of mobile ads in Malaysia, where 26% of mobile Internet users recall seeing some form of advertising on their phone.~~

2.1 Mobile Advertising Message Content

However, what tends to be unique about mobile marketing strategy is that the mobile device is exceptionally personal to end consumer or end user (Tahtinen, Ho and Liang, 2003). Haghirian, Madlberger and Tanuskova (2005) also pointed out the main characteristics of mobile advertising are personalization and interactivity. In fact, Robins (2003) added that mobile phone as a personal identity medium is appropriate for delivering accurately personalized message. Kim and Jun (2008) further indicated that mobile phone's ubiquity is one of the desirable aspects for marketers looking for

promotional tools. The 'personalization' and 'interactivity' characteristics mentioned by Haghirian et al (2005), enabling marketers and advertisers to interact directly and get customers engaged in as direct dialogue by replying to the message content immediately (Bauer, Reichardt and Neumann, 2005), unlike to traditional advertising media which regarded as a non-personal by sending a message where customer are passive (Ayanwale, Alimi and Ayanbimipe, 2005). Furthermore according to Ayyad (2011) another challenge to traditional media, users have less flexibility in accessing traditional media like newspaper, radio and television which have rigid and limited time schedule. Whereas newer media like mobile phones allow easy access without time limit.

As mobile advertising is gaining more attention from academia and practitioners, more research is needed in this growing field of digital mobile advertising (Laszlo, 2009; Okazaki and Barwise, 2011; Nittala, 2009; Vatanparast and Butt, 2010). The continued development of these technologies as well as meet their needs and browsers, mobile networks and faster data network combined with the availability and marketer awareness of richer ad units, make it appealing to exploit some of the features of mobile devices to interact and engage with consumers as well as meet their needs and gratification (Dhar and Varshney, 2011).

People hold certain attitudes towards advertisements, even in childhood (Derbaix and Bree, 1997). Previous studies (Mittal, 1994; Zanot, 1984) show that the general attitude towards traditional advertising was negative. Zanot (1984) reviewed survey results from the 1930s to 1970s and concluded that the public's attitudes towards advertising became unfavorable gradually. Mittal (1994) found that most of his survey respondents felt their intelligence was insulted by the advertising, and less than a quarter of TV advertisements were credible. It seems that specific age groups hold different attitudes. Young people tend to have a positive attitude towards certain kinds of advertising, for example, provocative advertisements (Vezina and Paul, 1997). Attitudes towards internet advertising, however, are mixed (Schlosser, Shavitt and Kanfer, 1999).

Similar to those to traditional advertising, general attitudes towards mobile advertising are also unfavorable (Caroll, Barnes, and Fletcher, 2005; Lee, Tsai, and Jih, 2006; Tsang et al., 2002). The reasons behind the unfavorable attitudes are due to negative beliefs such annoyance, excessive and offensive advertising (Lee et al., 2006). Prior permission to receive mobile advertising was found to be an important factor favoring attitudes towards mobile advertising (Caroll et al., 2005; Tsang et al., 2002).

2.1.1 Entertainment

Entertainment of advertising information is significantly related to the advertising value of traditional advertising (Ducoffe). A high degree of pleasure and involvement during interaction with computer-based media leads to concurrent subjective perceptions of positive effect and mood of the consumer (hoofman & Novak). People's feeling of enjoyment associated with advertisements play the greatest role in accounting for their overall attitudes toward them (Shavitt, Lowrey, and haefnrm, 1998). Entertainment

denotes its fully ability to fulfill consumers needs for escapism, diversion, aesthetic enjoyment or emotional release (mcQuail, 1983).

Entertainment is also crucial factor for mobile marketing. It is essential that the message is concise and funny, and thus immediately captures consumers' attention (Katterbach 2002). Entertainment services can increase customer loyalty and add value for the customer. As most people have a natural playfulness, providing games and prizes via text messaging (SMS) yields high participation. Delivering games and prizes to the customer's cell phone is successful way to attract and keep customers. Interactive games for example can also be played via text messages. These features can be used to involve customers more deeply and make them familiar with the advertised service or product (Lehmkuhl 2003). Therefore we conclude that an entertaining advertising message is being perceived more positive by the recipient.

H1 =

Ducoffe (1996), defines entertainment as the ability to fulfill an audience's needs for escapism, diversion, aesthetic enjoyment, or emotional enjoyment. The mobile phone and android has become an important media and entertainment platform. Entertainment services in the mobile entertainment industry, can be simplify into forms of activities such as watching video, listening music and music television, playing games, gambling, watching television, downloading and installing apps, video and sport matches etc., which have set a stage for an explosion of mobile entertainment industry.

According to Katterback (2002), entertainment is also a crucial factor for mobile marketing. It is essential that the message is concise and funny, and thus immediately captures consumers' attention. Entertainment services can increase customer loyalty and add value for the customer. As most people have a natural playfulness, providing games and prizes via mobile and android yields high participation. Delivering games and prizes to the customer's cell phone is a successful way to attract and keep customers. Interactive games for example can also be played via text messages. Activities via mobile phone and android become popular when there is internet connection which able to make consumer to get info with only one click everywhere, anywhere without time limit. These features can be used to involve customers more deeply and make them more familiar with the advertised service or product (LehmKuhl, 2003). Therefore Abdulrahim, Mohammad and Elsayed (2012) conclude that an entertaining advertising message is being perceived more positive by the recipient.

Entertainment element in advertising can fulfill consumers' needs for aesthetic enjoyment and emotional release (Ducoffe, 1996). Based on studies of (Abdulrahim et al, 2012) found that SMS that has contains of entertainment values has a hedonic pleasure (perceived entertainment value) had a positive effect on Jordanian users attitudes towards advertising, the perceived entertainment value of mobile advertisements will be one of the important factor affecting consumers' attitudes toward advertising.

Bauer (2005) conducted a study and found that the relationship between consumers' perceived entertainment of mobile marketing and consumer attitudes towards mobile marketing was tested. The study found that consumers' perceived entertainment utility of mobile marketing has a positive influence on consumers' perceptions of the overall utility of mobile marketing, which in turn has a positive influence on consumer attitudes towards mobile marketing (Bauer, 2005). The model of consumer attitudes towards SMS advertisements as developed by (Brackett, 2001) in Figure 2.0 theoretically depicts the relationship between consumer perceptions of the entertainment value of internet advertising and consumer attitudes towards internet advertising. This model has in various studies been used as the basis for hypothetical testing of the relationship in the mobile marketing context (Bauer, 2005).

2.1.2. Informativeness

The quality of information placed on a company's website shows a direct influence on the consumers' perceptions of 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 (iau and shen, 2003). Apart from this, the user needs quick access to the information he or she is looking for in his/her current use. There is even the possibility that information may be delivered automatically to the consumer (kaasimen, 2003).

In any event, consumers want the content of mobile services to be tailored to their interest (Robins, 2003). On top of this, they are **interested in getting messages that are relevant for them** (milne and Gordon, 1993). Information is thus considered a very valuable incentive in mobile marketing because recipients react very positively to advertisement that transfer incentives (varshney 2003). Not surprisingly, informativeness of advertising information is therefore strongly related to the advertising value when it is transferred via traditional media vehicles (ducoffe).

In the context of this study, Ducoffe (1996) define **informativeness as "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made"**. The quality of information placed on a company's website shows a direct influence on the customers' perceptions of the company and the company's products. To make the company and product seen as resourceful and informative, information can be delivered to consumer directly. According to Siau (2003) **information via mobile must show qualitative features like accuracy, timeliness, and usefulness for the consumer**. Further to support the statement, Kassines (2003) stated **consumer in the new era, preferred quick access to the information which to fulfill the needs and consumer's gratification with first hand information. This has made mobile advertising potentially as two ways communication between to company and consumer**.

In any event, consumers want the content of mobile services to be tailored to their interest (Robins, 2003). This tie back to report found by Bauer and Greyser (1968) mentioned that supplying information is the primary reason why consumers approve advertising. On top of this, consumers are interested in getting messages that are

relevant for them (Mline, 1993). Information is thus considered a very valuable variable in mobile marketing because recipients react very positively to advertisement that transfers incentives or can be simplify as transfer knowledge (Varshney, 2003). These statements relates to Ducoffe (1995) finding on his early hypothesis: advertising informativeness has a positive influence on advertising value.

2.1.3. Irritation

Indignity people feel when being addressed by advertisements has a very great influence on people's attitude toward advertising (Shavitt, lowrey, haefner 1998). When advertising employs techniques and annoy, offend, insult or are overly manipulative, consumers are likely to perceive it as unwanted and irritating influence (Ducoffe, 1996, p23). Mobile advertising may provide an array of information that confuses the recipient and can be distracting and overwhelming the consumer with information (Stewart n pavlou, 2002). Consumers may feel confused about them and react negatively. Another point of possible annoyance are unwanted messages, commonly known as spam (Dickinger et al 2004). Spam intrudes into consumers' privacy and stifle consumer acceptance. We therefore conclude that irritation cause by an incomprehensive or unwanted mobile advertising message may reflect negatively on the perceived advertising value of mobile marketing.

H?="+

In the context of advertising, irritation is defined as offend, insult, or are overly manipulative by Ducoffe (1996). Those reactions are obviously noted when American consumers are likely to perceive annoyed and ineffective advertisement as unwanted and irritating influence (Bauer and Greyser, 1968). Mobile advertising may provide an array of information that confuses the recipient and can be distracting and overwhelming the consumer with information (Stewart, 2002). Consumers may feel confused about them and react negatively.

Another point of possible annoyance of unwanted messages is commonly known as spam (Dickinger, 2005). Spam intrudes into consumers' privacy and stifle consumer acceptance. Dickinger (2005) therefore conclude that irritation caused by an incomprehensive or unwanted mobile advertising message may reflect negatively on the perceived advertising value of mobile marketing. The relationship between consumers' perceptions of the irritation of an advertisement and consumers' attitudes towards an advertisement is theoretically supported by the attitude model developed by (Brackett, 2002; Tsang, 2004), tested the relationship between these two constructs and found that consumer perceptions of the irritation of SMS advertisements are negatively correlated to consumer attitudes towards SMS advertisements.

2.1.4. Credibility

Advertising credibility turned out to be significantly relevant to advertising value of web advertising (Brackett n carr). MacKenzie and Lutz (1989, p51) define advertising credibility as consumers perception of the truthfulness and believability of advertising in

general, whereas Pavlou n Stewart (2000) refer to it as predictability and fulfillment of implicit and explicit requirements of an agreement (online document). Credibility of an advertisement is influenced by different factors, especially by the company's credibility and the bearer of the message (Goldsmith, Lafferty and Newell, 2000, Lafferty, goldsmith, newell, 2002). But it is also influenced by the advertising medium. For example Marshall n Woonbong (2003) found out that a message on the internet achieves less credibility than a printed message unless the message is communicated by a strong brand. There is no empirical evidence on the overall credibility of messages transferred to mobile devices and their influencing factors. Considering the findings cited above we conclude that the credibility of a mobile advertising message has a positive influence on consumers' attitude toward advertising via mobile devices and on the perceived advertising value of the consumer.

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Advertisement credibility has been defined by (Mackenzie, 1989), as "the extent to which the consumer perceives claims made about the brand in the ad (advertisement) to be truthful and believable". According to Brackett (2002), advertising credibility turned out to be significantly relevant to advertising value of web advertising. Stewart (2002) however define advertising credibility as "consumers' perception of the truthfulness and believability of advertising in general", refer to it as "predictability and fulfillment of implicit and explicit requirements of an agreement" (online document), credibility of an advertisement is influenced by different factors, especially by the company's credibility and the bearer of the message (Smith, Craig, and Quelch, 1993).

Credibility is also influenced by the advertising medium. For example, Marshall and Yang (2007) found out that a message on the internet achieves less credibility than a printed message unless the message is communicated by a strong brand. There is no empirical evidence on the overall credibility of messages transferred to mobile devices and their influencing factors. Considering the findings cited above we conclude that the credibility of a mobile advertising message has a positive influence on consumers' attitude toward advertising via mobile devices and on the perceived advertising value of the consumer.

The theory of psychological reactance suggests that people react adversely when they perceived their freedom of choice is being threatened. When people feel that advertising is annoying or irritating, they will probably express their irritation by developing unfavorable attitudes towards receiving advertising. People would also tend to maximize their benefits or utilities by reducing the cost, i.e, the irritation caused by the advertising (Brehm, 1972).

2.2. Consumer Attitude Towards Mobile Advertising

Attitude is an important concept in research on marketing and information systems. Fishbein and Ajzen (1975) defined an attitude as "a learned predisposition of human being". Based on this predisposition, "an individual would respond to an object (or an idea) or a number of things (or opinions)." Kotler (2000) stated that an attitude is a

person's enduring favourable or unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea.

Ibrahim (2002) defines attitude as a “combination of affective, behavioral and cognitive reactions towards an object. Implying that under certain conditions, attitude correlates with behavior, but this relationship is not always mutual. A study conducted by Brehm and Kassin (1996) about case study of environment, identified three psychological factors that influence the passion of individuals' attitudes: their own outcomes and self-interest, deeply held values (such as one's religion), and close friends, family and social groups. For example, when individuals determine that a lack of concern about environmental protection will negatively influences their family, their health or reduce the quality of their life, they act quickly with a greater sense of urgency (Brehm and Kassin, 1996).

Attitude is also an important construct for information system research. For example, **the TAM predicts the use of information systems consists of five major construct: perceived usefulness, perceived ease to use, attitude, intention, and use** (Davis, Bagozzi and Warshaw, 1989). Example for these statement is research conducted by Tsang (2004) about attitude of permission, where an irritative traditional advertising contain of messages about specific products, services, or content are sent only to individuals who have explicitly indicated their willingness to receive the message.

Consumer's attitude has different elements. A research conducted by Tsen, Phang, Hasan & Buncha (2006) includes **beliefs, feelings and behavioral intentions** toward some objects as the three elements of attitude. The elements are highly interdependent and can influence how consumers react to an object. The three elements, however, differ in each individual. Thus, a positive attitude towards mobile advertising may not necessarily lead a person with purchase intention.

2.3 Purchase Intention in Mobile Advertising

As one of the main purpose for this study is to examine the influence of mobile marketing on consumer purchase intention, and the attitudes of consumer toward such strategy, connecting attitudes, beliefs and purchasing intention is a core issue and central part for purpose of the study. Early research has been carried out in direct marketing to widen our understanding about consumers' attitudes and belief and toward different forms of direct marketing (Sackmary, 1987). Building upon such research, scholar have examined the constructs of purchase intentions and elements that influence consumers' attitude, to measure such effect on consumer behaviour within direct marketing (Metha and Sivadas, 1995; Page and Luding, 2003; Kolsaker, Lee, and Ching, 2004; DuFrene, Engelland, Lehman and Pearson, 2005).

3. Conceptual Model Framework

The research framework for the study of consumer attitudes towards mobile advertising relies on the models developed by Ducoffe (1996) and Mackenzie (1989) on consumer attitudes towards internet advertising. Based on these models, Figure 1 shows our

research model depicting the perceptual antecedents of entertainment, informativeness, irritation and credibility which is used to examine consumers behavioural response towards accepting internet advertising and how behavioural response effect consumer purchase intentions in mobile advertising. Behavioural response and intention are the main constructs taken from the theory of reasoned action proposed by (Ajzen n fishnebin). Theory of reasoned action which was proposed in early 1970s was used widely in many study of attitude and behaviour pertaining to Internet and advertising for instance ?,?,?.

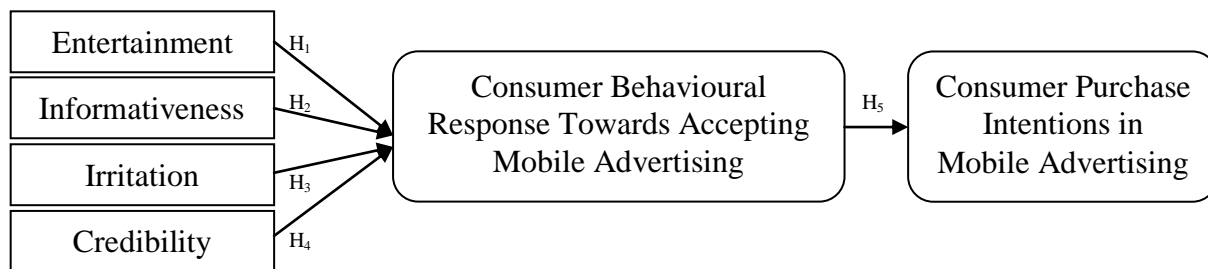


Figure 1: Research Model

Discussion

As outline in the introduction, the general objective of the research was to understand the characteristics of mobile advertising perceived by Malaysian and its effect on intention to purchase. This general objective contributed to exploring the consumer attitude towards mobile advertising whether the positive correlation between these variables contributed to intention of purchase for product or services that being advertised. Qualitative method was used in this research and three types of variables were tested. The variables consist of attitude towards mobile advertising as mediating variable, characteristics of entertainment, informativeness, irritation and credibility as independent variables, also taking into account are dependent variable which is purchase intention as post behavior upon receiving of mobile advertisement via mobile phone. A total of 150 respondents successfully returned the survey with complete and valid answer. Most respondents requested a short briefing before start answering the survey. It was observed that number of forms was partially filled or entirely unusable due to defacement, thus bringing down the number of useable forms drastically to 150 from 384.

The number of respondents was almost at ratio of 1:4; 38 percent male respondents while 62 percent female respondents, ranging between the ages 13 to 64 years, and the mean age of respondents are 31.8. Occupations of respondents reported 38.7 percent in administrative level while 28.7 percent in professional field. Salary scale for respondents was at minimum value RM300 and maximum value at RM15,000 with mean value 3073.3 as shown in Table 4.0.

According to the results, there was a high frequency of mobile advertisement received by respondent weekly at mean value of 4.47. Respondents were able to recall content of mobile advertising by stating 33.1 percent of the message is mobile advertising received

for information and promotion of telecommunication followed by banking, retails, travel, beauty item and politic at 20.1 percent, 16.7 percent, 12.4 percent, 10.7 percent, 4.1 percent and 2.8 percent respectively (see Table 4.1).

The result showed that immediate respond towards mobile advertising was measured between scale of 10 point Liket scale. From Table 4.2, respondents will do immediate action as such strongly to 'delete' with indication of mean value at 6.80, strongly to 'read' at mean value 5.90, never 'keep for future reference' because mean value is 3.86 and most likely never 'forward to friends' with mean value of 2.98.

Consumer attitude towards mobile advertising was measured using the scale developed by Ducoffe's (1996) from study of consumer attitudes towards advertising on the World Wide and scale adapted from Brackett and Carr (2011) in the study of consumer attitudes towards web advertising. The key characteristics or traits that were relevant to this study were adapted to be more in line with consumer attitude towards mobile advertising.

The finding derived from the first hypothesis (H1) was, entertainment has a strong and positive relationship with consumer attitude towards mobile advertising. Respondents associated entertainment with leisure, enjoyable, exciting and happy. In this new era, mobile phone and android have become important media and entertainment platform. Entertainment service in mobile advertising industry was simplified into forms of activities such as watching and listening to a video music. According to Katterback (2002), mobile advertising are acceptable if the message concise and funny, thus immediately captures consumer's attention. In addition to that, young people tends to have a positive attitude towards certain kinds of advertising (Vezina and Paul , 1997).

Additionally, 'informativeness' has positively perceived by respondents as attitude towards mobile advertising in Malaysia. Respondents associate informativeness with good source and timely information for mobile advertising. To make the company and product seen as resourceful and up-to-date, product or services must deliver to consumer directly. Mobile advertising is the only platform which provides direct communication to consumer itself. This can be supported by Kassines (2003) stated that consumer in new era, preferred quick access to the information to fulfill the needs and consumer's gratification with first hand information. This has made mobile advertising potentially as two ways communication between company and consumer.

However, while the study shows favorable attitudes towards mobile advertising for entertainment and informativeness, respondents were also perceived mobile advertising as irritated, often annoying and sometimes disturbing. One reason of possible



annoyance is commonly because of unwanted messages and this reflects negatively on the perceived of mobile advertising. According to Stewart (2002), mobile advertising may provide an array of information that confuses the recipients and can be distracting the consumer with unwanted information. Promotions and information sent through mobile advertising was targeting mass focus group and big scale of recipients, therefore it was perceived as disturbing to those who does not use that kind of information.

Credibility was another finding in this study which has moderate relationship with consumer attitude towards mobile advertising. Respondents associated credible characteristics with trustworthy, convincing and use it as reference to purchase a product. It is agreed by Smith (2000) saying that credibility of an advertisement is influenced by different factors, especially by the company's credibility and the bearer of the message. However, credibility is also influenced by advertising medium, for example, Marshall and Yang (2007) found out that a message found from internet achieve less credible than a printed message unless the message communicated by a strong brand.

The aim for one of objective for this study is to examine the influence of mobile marketing on consumer purchase intention with consumer attitude. From the findings, attitude towards mobile advertising has a moderate relationship with purchase intention. This means the purchase intention behavior has a low influence by consumer attitude with regards to mobile advertising. A lot of factors may contribute to the result of low relationship between purchase intention and consumer attitude towards mobile advertising. One of the factors is length of time. Study done by Boyd and Mason (1999), length of time affects purchase intention to purchase a product. Wrong timely information sent to consumer via mobile advertising in such of not coincide with salary pay, will resulted to low intention to purchase product or services that being advertised.

In addition to that, from the findings subjective norm has a strong relationship with intention of purchase in mobile advertisement. Subjective norm was taken into account as independent variable in this study because it represent reference group to consumer who may influence to purchase intention in mobile advertisement. Based on Ajzen (1985, 1991, 1998), Subjective norm is an important dimension that guides future behavioral intention that being used in Theory Reasoned Action (TRA).

Contributions and Implications of the Study

The result of the study has both theoretical and practical contributions especially in the field of new era for advertising. **Mobile advertising is an unprecedented way of marketing communications (Asil, 2007). Nevertheless, the low acceptance rate will hinder the success of mobile advertising campaigns.**

Based upon the consumers' negative attitude towards mobile advertising, marketers need to recognize that mobile advertisements although offering many benefits in term of reaching the customers, may not be an effective in creating favorable attitudes towards the advertised product mobile or services. Consumers with negative attitudes towards mobile advertisement will choose to ignore, and not pursue information of the mobile advertisement. Marketers will find difficulties to create awareness of a product or service of a product or services when using mobile phone to consumers with negative attitudes towards the medium.

With regards to fairly positive perceptions of the entertainment characteristic of mobile advertising, marketers need to look at ways of increasing the entertainment and

informativeness of mobile advertising and associate with the frequency numbers of receiving of mobile ads through mobile phone.

Respondents perception of the credibility and irritation of mobile advertising proved to be relatively negative which will have an adverse effect on consumer attitude towards mobile advertising. It is essential, for the success of mobile advertising campaign, to first gain the permission of consumers before sending mobile advertisements to random consumers (Andersson A, 2000; Kavasillis, 2003; Nysveen H, 2003; Leppaniemi M, 2005) add that mobile advertising is considered more acceptable when delivered by a trusted source as opposed to an unknown one.

For advertisers as well as media and marketing professionals, the managerial implications of this study are to help them better understand mechanism and factors leading to more effective mobile advertising campaigns. Without encouraging mobile users to first accept mobile advertising, it is difficult to ensure mobile advertising will be processed.

Although mobile advertising acceptance is on rise, without an unambiguous understanding of the fundamentals affecting consumers response to mobile advertising, mobile marketing and advertising professionals will have a limited power to constantly generate positive and effective yields from their programs.

Overall, it is clear that mobile advertising is going to be the future trend. Practitioners need to have a better understanding the target audience for mobile advertising campaign and send messages to consumers whereby the language and content of the advertisements should match with the target audiences profile and expectations. Marketers need to further ensure that they send only relevant information to targeted consumers. Advertising companies are well advised to carefully design their mobile advertising message and also plan their mobile advertising campaigns and target groups thoroughly.

Findings provide evidence supporting earlier literature that to be successful in mobile advertising campaigns, message need to be relevant, highly targeted, personalized and of value added content. Although respondents showed a fairly neutral support for mobile advertising, mobile marketers should be delighted with a strong support for permission-based mobile advertising efforts. The mobile user attitudes might be improved over time if the permission concept is put into practice.

In line with current research findings and conclusions, the study recommends that, future researcher could use a bigger sample of respondents and where possible such as a place or city that has internet connection coverage and bigger scope of area that are provided with 3G and 4G data plan. In addition to that, random sampling should be taking into account when selecting respondents to participate in the study for reason of uniformity. Future researcher should also develop new scale to measure overall attitudes towards mobile advertisement, which incorporates more traits and items such as advertising value as what Ducoffe has introduced in 1996.

Furthermore, special efforts may have to be made to know what factors really contribute to negative attitudes towards mobile advertising, and how attitudes can be changed. Practitioners may use the findings to design marketing programs with mobile advertisements that creates positive attitudes.

Overall findings showed that consumers' perceptions towards mobile advertising are favorable but still moderate. The unfavorable characteristics implies that marketer have a lot of work to do to make mobile advertising attractive and welcome. In addition, the study opens a new channel of communication on multiple unexamined matters concerning the mobile advertising industry.

The result indicates that attitude towards advertising via mobile devices strongly depends on message characteristics. The message characteristics need to be developed carefully. Marketers can not only rely on the fact that an advertising message sent via mobile devices will be read and remembered automatically. The mobile device may be an attention greater, but an attention getting device that is unrelated to the message will not attract consumers' interests in the message of the product. This will create new challenge for marketers in the future.

This study can be enhanced for future study to get more understanding towards mobile advertising and to give more insights to the advertisers and marketers so that they can plan an effective campaign with higher credibility.

References

Methodology

Malaysia is among the country that has high mobile subscription penetration rate of 140%. According to World Bank (2012), Malaysia, with 140 per cent mobile penetration, is leading Indonesia, Thailand and even the United States. Only Singapore and Vietnam in Southeast Asia has higher mobile penetration rate than Malaysia. In 2008 Malaysia had 27.1 million mobile phone subscribers, where in 2013, the subscription number had fluctuated to 41.9 million.

According to MCMC (2008) total mobile advertising revenues in Malaysia were forecasted to rise from RM10.4 million at the end of 2008 to RM175.5 million by 2012. Mobile multimedia streaming services (audio and video) are anticipated to become one of the significant channels in the delivery of mobile advertising by 2015. Among the key factors mobile advertising has the potential to grow are the availability of increased adoption of premium mobile content, more sophisticated handsets, flat rate pricing for mobile broadband, development in mobile video and broadcast mobile TV services and increased 3G network coverage.

The technological development of mobile phone service in Malaysia has paved the way so far for strategic mobile advertising. The main mobile service providers, namely Celcom, Maxis and Digi have built their 3G Networks with 3G subscriptions total up to 10 million in 2010. By integrating its wireless telecommunications networks with the Internet, the mobile phone service providers are able to offer full services and newer applications such as high-speed mobile data services, streaming video, IPTV, video conference and mobile broadband.

A field survey was conducted in 2014 over a 6 week period to test the hypotheses. A survey of university student in Malaysia, a country with one of the highest mobile phone penetration rates in the world.

A survey was conducted on a convenience sample to test the hypotheses. The survey utilized a questionnaire designed to collect data regarding attitude toward mobile advertising and its determinants (see Appendix 1). According to Gunter (2000), surveys can be used to describe phenomena or to explain them. Surveys that have an explanatory purpose do not restrict themselves to the collection of purely descriptive data, but obtain measurements of variables between which relationships can be analysed.

The instruments that used in conduct the survey are by using two types of instruments that are self-administered face-to-face questionnaire and email survey. This two instruments are using based on the reasons that are suitable for the situation of the research. For the self-administered face-to-face questionnaire, this instrument is used because it easy to the respondents to ask any questions if they do not really understand the questions on the survey, while, the email survey is using because this instrument is easy to reach the respondents in any place.

The entertainment, informativeness, and irritation scale used in the study was adapted from Ducoffe's (1996) study of consumer attitudes towards advertising on the World

Wide Web. The credibility scale was adapted from the scale developed by (Brackett and Carr, 2011) in the study of consumer attitudes towards web advertising. For the purpose of this study, the wording of scale items was slightly adapted to be more in line with consumer attitude towards mobile advertising.

The survey had four parts. The first part contained the cover page of the questionnaire that provided the purpose of the study. In the second part is socio demographic respondent's section. Third part of the survey the subjects were asked to respond to twelve questions on perceived behavior towards characteristics of mobile advertising with 5-point Likert scale format. The fourth part is the action or intention of purchasing behaviour. The question items were primarily adapted from the instruments used by Tsang, Ho and Liang (2004). The questionnaire then restructured and translated to Bahasa Melayu by researcher for bilingual language. Then a professor in marketing revised the translation of the questionnaire to ensure that all idioms and local expressions were included and properly stated.

The questionnaire will be pretested on 30 individuals and was revised on the basis of their feedback. Revision is important because to make sure that all the questions are valid and reliable to answer to all the respondents. It will be distributed in the executive level of employees at Dutch Lady Malaysia in Klang Valley, Malaysia. Questionnaire items will be arranged in the order of attitude measures, entertainment, informativeness, irritation, credibility, and the influence of subjective norms to the intention of purchase from mobile advertisement.

The age range for the respondents is between 13 to 49 years old who are targeted to employee workers who has purchasing power and students who preferred to spend time look into informative and entertainment from mobile phone.

A mass sample are targeted in this study such as shopper at mid valley, USM student who are based at satellite office in Kuala Lumpur, and few high traffic crowds in Klang Valley. All samples must own smart phones and are heavy users of SMS, so they formed a good target group for mobile advertising. Thus, the lack of product familiarity is not expected to influence attitude on mobile ads greatly (Calder, Philips and Tybout, 1981; Beltramini, 1983). www.wikipedia.com reported that current population size in Klang Valley is 7.5 millions. Statistic on average population according to age demographic from 15 – 24 years old is 17% (1.3 mil) and aged from 25-54 years old is 41.3% (3.1 mil). Based on population distribution and basic demographic characteristics from Krejcie & Morgan (1970), which can be referred from appendix 2, sample size required for research activities for population of 7.5 millions within Klang Valley is 384 samples respondents with the margin of error is +/- 5% and 95% confidence level.

Data Collection

Data collection for the actual survey was conducted within a week by researcher. Questions were distributed manually and most of respondents understand the tonality of English sentences and questions that being asked. Answers of each question were collated and tabulated into table of data using Excel spreadsheet template.

Most respondents requested a short briefing before start answering the survey. It was observed that number of forms was partially filled or entirely unusable due to defacement, thus bringing down the number of useable forms drastically to 150 from 384. In hindsight, researcher has to be visible in front of respondents while the respondents answ