



Research Paper

# "Mobile Advertising Dynamics: Factors Influencing Perceptions and Attitudes of Consumers in the Era of Proliferating Mobile Technology"

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**Purpose** - The study aims to investigate the determinants that shape consumers' perceptions and attitudes towards mobile advertising, specifically in the context of using mobile phones to disseminate promotional content.

**Methodology** - This paper is characterized as an exploratory study that entails an extensive examination of previous scholarly works to draw inferences pertaining to the research objective. The study scrutinizes prior literature on mobile advertising, mobile marketing, perception, and attitude. It also delves into past literature concerning consumers' perception and attitude towards mobile advertising. The methodology involves the analysis of factors that contribute positively or negatively to the formation of consumer attitudes towards mobile marketing messages.

**Findings** - Personalized, interactive, and generalized messages exhibit effectiveness in cultivating brand awareness and influencing consumers to acquire products and services. Consumers' attitudes towards mobile advertising are influenced by factors such as the credibility and entertainment value of the advertisements. Entertainment and customization in mobile advertisements establish a personal connection with customers, thereby fostering positive attitudes towards mobile advertising. Perception plays a significant role in shaping consumers' attitudes towards mobile advertising. If consumers perceive mobile advertisements as a valuable marketing service, they are more likely to hold a positive attitude towards them. The study underscores the significance of mobile advertising as a medium for companies to effectively communicate and engage with their target audience, free from temporal and spatial limitations.

**Originality/Value** - This paper contributes to the existing body of literature by exploring the association between perception and attitude in relation to mobile advertising, while also considering the brand-building aspect of mobile advertising. Researchers, students, academicians, and corporate professionals can gain valuable insights into the factors that influence consumers' perceptions and attitudes towards mobile advertising, thereby enhancing their understanding of how to effectively communicate and engage with their target audience.

**Keywords:** Mobile advertising dynamics, Factors influencing perceptions and attitudes of consumers, Brand awareness, Credibility and Entertainment value, Consumer attitudes towards mobile advertising, Message customization and content

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## I. Introduction

Digital advertising is relevant in the modern era due to the fact that individuals are dedicating a majority of their time to the internet for both professional and leisure purposes. According to Kotler and Keller (2006), advertising can be defined as any form of paid, non-personal presentation and promotion of ideas, goods, or services, with an identified sponsor. The digital advertising industry is continuously evolving to meet the changing needs of users and provide them with customized solutions that allow for a new and

enhanced product experience.

Based on the 2022 digital ADV report, the Indian advertising industry is valued at Rs 70,715 crore, experiencing rapid growth of 18.6% since 2020. It is projected to grow at a rate of 29%, reaching a market size of Rs 35,809 crore by the end of 2023.

As the use of mobile technology continues to expand, it is anticipated that mobile advertising will play an increasingly significant role in influencing and modifying consumer attitudes towards products and brands. The promotion of goods and services through interactive digital media, such as wireless phones, cellular phones, GPS, PDA's, and mobile portals, is known as mobile phone advertising (Wang, Ampiah, Xu, & Wangs, 2014). This form of advertising can take the form of text ads via SMS or banner advertisements embedded in mobile websites, downloaded apps, or mobile games. It serves as a means of transmitting information, knowledge, and awareness about a brand, while also capturing the attention of the target market through mobile advertisements (Saeed et al., 2013).

Mobile advertising is a crucial marketing tool for companies, as it provides an excellent opportunity to directly communicate and interact with consumers, without any time or location constraints. Mobile advertising (MA) is an advanced and innovative way to engage with consumers (Barnes & Scornavacca, 2004).

Mobile devices are more user-friendly compared to computers, allowing promotional messages to reach individuals at a faster rate than internet marketing. This time-saving aspect of mobile marketing has gained favor among many companies in the retail sector (Rip & Kemp, 1998).

### **Perception**

Perception delineates the behavioral patterns of a buyer's cogitations regarding a specific product or service. It divulges the deep-seated yearning of a buyer to obtain a particular product (Rahman, Mowla, & Pial, 2019). Daniel (2011) posited that perception entails the organization, identification, and interpretation of sensory information in order to depict and comprehend the surrounding environment.

A significant portion of the populace believes that advertising is indispensable, and they hold positive outlooks on advertising (Bauer & Greyser, 1968). Consumer perceptions towards advertising are heavily influenced by financial and social ramifications (Shavitt, Lowrey, & Haefner, 1998). The marketing expert cannot afford to disregard consumer perception of advertising, as it profoundly impacts the purchase decision-making process and the brand image. Furthermore, consumer perception also exerts influence on the corporate image.

Nigel (2009) further explicated that advertising in marketing communication also moulds consumer perceptions, whether through engagement with existing perceptions or through the presentation of information aimed at persuading consumers of a brand's merits. Wang, ZShang Choi, and D'Eredita (2002) gauged consumers' attitudes towards advertisements for various purposes and needs. They posit that interactivity also plays a significant role in shaping consumer perceptions.

Perception significantly shapes consumer purchasing behavior, as it is the process through which individuals select, organize, and interpret information acquired from the environment (Sheth et al., 2004). Consumers, as individuals, assimilate information and develop attitudes and perceptions. Perception is contingent upon the manner in which consumers' senses respond to the exposure of physical products and the information accompanying them. Among the myriad factors that are likely to influence selective perception, some noteworthy ones include sensory acuity, physical and psychological experiences, prior encounters, and current needs and objectives.

### **Attitude**

Kotler (2010) posited that an individual's attitude delineates their favorable or unfavorable assessments, expressive sentiments, and predisposition towards objects or concepts. The marketing communication strategy is heavily contingent upon consumer attitudes and behaviors towards the company and its products. Consumers' attitudes towards marketing information serve as a direct indicator of their sentiments towards the product itself, which is reflected in their decision-making process regarding the purchase of the advertised product.

There exists a significant correlation between customers' attitudes towards mobile advertising and their ratings of specific advertisements as being bothersome, appealing, enjoyable, and so forth (Bauer & Greyser, 1968). A consumer's attitude towards an advertisement wields substantial influence over advertising effectiveness, purchase intentions, and brand attitudes (MacKenzie & Lutz, 1989). Ajzen and Fishbein (1980) discovered a positive relationship between attitudes, intentions, and behaviors associated with mobile advertising.

Consumer attitudes towards marketing messages vary depending on the communication medium, message content, and consumer-specific factors. Hence, it is imperative to identify and evaluate the factors that contribute positively or negatively to the formation of consumer attitudes towards mobile marketing messages.

The present study is organized into four sections. Section one describes the fundamentals of mobile

advertising, perception and attitude. Section two covers the objective and significance of the present study. Section three discusses the past literature of the present study pertaining to perception and attitude of the consumers towards mobile advertising. Section four includes the discussion and conclusion of the present study.

### **Objective of the study**

As technology is advancing rapidly, mobile phones are also evolving with larger screens and enhanced features, offering high-quality displays and excellent sound systems, which have improved the consumer's experience. Even small or micro-business owners are using mobile phones to start and run their businesses.

Therefore, the present study shall explore the use of mobile technology and its varying features for advertising purposes. Further, present study shall attempt to find the role of mobile advertising to influence the consumer's perception and attitude by reviewing the past literature. Study shall also describe the factors contributing to the consumer's attitude and perception in terms of mobile advertising.

### **Significance of the Study**

The rapid progress in the mobile commerce industry has given rise to a new area of academic exploration, wherein studies have examined the various factors that impact the acceptance of mobile phone advertising from both the perspective of the consumer and the organization. However, the existing literature remains largely inconsistent and fragmented. One particular research focus is on the acceptance and adoption of mobile services by consumers in general, such as multimedia messaging services, online gaming, and other wireless services. Another area of research delves into consumer perceptions and attitudes towards the use of mobile phones for commercial purposes. In the 2000s, when cell phones were commonly used as a marketing tool, Short Message Service (SMS) was the most popular medium. A study conducted during this time period indicated that consumers' perceptions were influenced by their limited experience with SMS, as there was a high percentage of communication through emails, mail orders, and the internet.

Therefore, there is a lack of research that examines mobile advertising in relation to various new application-based marketing strategies and how these apps impact consumer perceptions and attitudes. Additionally, there is limited research that explores the relationship between consumer perceptions and their intention to make purchases through mobile advertising. Furthermore, there is a need for studies that consider the brand building aspect of mobile advertising while taking into account consumer attitudes.

## **II. Review of Literature**

The current section of the study examines previous literature conducted on mobile advertising, mobile marketing, perception, and attitude. This section also explores the connection between perception and attitude in relation to mobile advertising.

The current advancement in technology has facilitated a range of innovations, particularly in the realms of business and communication (Murillo-Zegarra, Ruiz-Mafe, & Sanz-Blas, 2002). Companies are employing novel methods to target their clientele. Marketers engage with their customers in order to educate and promote their products or services, with the primary objective of satisfying their needs (Kartika & Supatmi, 2020).

Consumer perception has undergone a positive shift due to new technology, particularly with regards to mobile marketing, as it offers a highly convenient means of operation and provides detailed notifications about products, services, and ideas. According to Seth (2010), businesses such as Domino's, Foodpanda, Zomato, Pizza Hut, Just Dial, and many others are experiencing continuous growth because they offer more attractive deals through mobile apps, which entices customers. These types of businesses are generating higher profits. Ajzen and Fishbein (1980) note that many companies have transitioned from websites to mobile applications because, on desktops, consumers can easily compare competing products when prompted by Google ads. However, on mobile apps, customers have limited opportunities to compare or review competing offerings. The framework of mobile marketing revolves around sales promotion, enhancing brand loyalty, and inviting consumers to special events or providing updates.

Consumer perception can be enhanced through brand image and the establishment of a customer database (Naik & Raman, 2003). Fesenmaier (2012) asserts that consumer perception is shaped by their experiences, advertisements, social media, word-of-mouth reviews, personal experiences, and public relations. Perception refers to the awareness, impression, and consciousness that consumers have regarding companies and their offerings. Advertisement through mobile phones has imprinted a perception in the minds of customers when they personally experience or become aware of these advertisements. As the usage of marketing tools such as SMS, MMS, apps, calls, and emails increases, so do the frequency of discounts and coupons (Wang, Park, & Fesenmaier, 2012).

Mobile advertising enables targeted interactions on a one-to-one basis and has the potential to reach millions of wireless devices at the right time, in the right place, and to the right consumer (Kamphuis &

Ramnarain, 2012). Marketers believe that users who hold a positive attitude towards advertising are more likely to be influenced by advertisements received through mobile phones (Merabet, Benhabib, & Merabet, 2017). Mobile advertising is emerging as one of the most widely utilized mediums for targeting customers, regardless of their age group (Kurtz, Wirtz, & Langer, 2021).

### **Perception**

The study of consumer perception is one of the most important aspects of consumer behaviour. "Perception" originates from the Latin word perception, which means receiving, collecting, and the action of taking possession, apprehension with the mind or senses. Perception is one of the most established fields in psychology research. In science, perception alludes to the senses that any life form uses to gather data about its condition (Rahman, Mowla, & Pial, 2019).

Perception is the procedure by which individuals choose, arrange and decipher data to shape a significant image of the world stated (Kotler, Veronica, John, & Armstrong, 2005). Perception is the initial and most realistic process to choose improvements from their environment in consumer buying decision processes.

According to Kaas (1990), a consumer will only pay attention to advertising if its marginal utility is higher than the utility it would get from engaging in another activity with the same amount of time. This means that consumers will have a more positive attitude towards mobile advertisements if they perceive it as a valuable marketing service. (Kaas, 1990).

Consumers' behavior is significantly influenced by their perception of risk; consumers typically have uncertainties regarding the outcomes of their decisions or actions. Moreover, it has been uncovered that consumers aim to minimize risk rather than maximize utility. Thus, a consumer's subjective perception of risk can substantially determine their behavior. This is particularly evident in the case of adopting innovations; a consumer's lack of familiarity with a new product can place them in a situation of heightened risk. Consequently, consumers endeavor to mitigate the risk associated with a particular behavioral decision. In the context of an adoption decision, this may lead to the rejection of an innovation. The inverse relationship between risk perception and attitude towards mobile marketing can be presumed to exist.

### **Consumer Attitude towards Mobile Advertising (AMA)**

Previous research conducted in Turkey, Bahrain, and Vietnam (Almossawi, 2014; Cho, Luong, & Vo, 2016; Ünal, Erciş, & Keser, 2011) has indicated that the attitudes of customers towards mobile advertising vary across different customer segments. These prior studies have recognized attitude as a significant concept to investigate, as it plays a crucial role in fostering loyalty (Uncles, Dowling, & Hammon, 2003). Fishbone and Ajzen (1980) have defined attitude as a learned predisposition of individuals, wherein they are expected to respond to an idea or a set of stimuli.

Each customer attitude comprises multiple elements (Feng, Fu, & Oin, 2016). Goldsmith & Bridges (2000) have elucidated it as consisting of beliefs, sentiments, and behavioral intentions towards an object. There exists a positive relationship between attitude and purchase intention (Parreno, Marti, Blas, Silvia, Mafe, & Carla, 2013). Numerous authors have acknowledged the direct association between attitudes and purchase intention in their respective studies (Gazley, Hunt, & McLaren, 2015). When a customer displays interest in an advertising message, it signifies the effectiveness of the advertising message conveyed through any medium (Utama, Nair, & Cheng, 2021).

According to Chowdhury (2006), attitude is a cognitive state that individuals employ to shape their perception of the environment and guide their responses to various situations, objects, ideas, or opinions. Advertising attitude refers to a cultivated inclination of individuals to consistently exhibit positive or negative psychological thoughts towards any idea or object (Mackenzie & Lutz, 1989). Attitudes towards advertisements reflect consumers' inclination to react positively or negatively to a specific message (Chakrabarty & Yelkur, 2005).

Le and Nguyen (2014) have investigated that while many users do not harbor positive sentiments towards advertising, they cannot disregard the significance of mobile advertising. If mobile advertisers can present credibility and entertainment in their advertisements, consumers are willing to view the ads and be influenced to make purchases of products and services (Le & Nguyen, 2014).

### **Factors impacting the Consumer's Attitude and Perception**

Saeed (2018) conducted a study to determine the efficacy of mobile advertising on consumer behavior, specifically investigating how individuals would respond to mobile advertisements. The study also revealed that consumers generally hold a negative view towards mobile advertising, unless advertisers have obtained explicit consent from the consumer (Saeed & Bekhet, 2018).

Alhrezat (2013) examined the factors that influence consumers' attitudes towards mobile advertising, including customer satisfaction with the advertising message's content, trust in the message's content, the value



and utility of the offers provided in the message, and the brand of the products featured in the message. These variables were found to significantly impact Saudi consumers' attitudes towards accepting mobile advertising (Alhrezat, 2013).

Rohm (2012) argued that perceived usefulness, consumer innovativeness, and personal attachment are key factors that shape consumers' attitudes towards mobile marketing. The study concluded that mobile marketing offers an innovative platform for firms to effectively communicate with consumers and create new opportunities for developing or altering consumer attitudes towards a brand through the provision of value-added content (Rohm, Gao, Sultan, & Pagani, 2012).

Zabadi (2012) investigated consumer attitudes towards SMS advertising among Jordanian users, exploring their experiences with SMS advertising on mobile phones and the variables that influence these attitudes. The results indicated that consumer attitudes towards advertising on mobile phones are strongly influenced by the attributes of the messages. Thus, message attributes must be carefully defined. Furthermore, the study found that the value and content of the advertising messages have a lasting impact on the formation of attitudes towards mobile advertising on mobile phones (Zabadi, Shura, & Elsayed, 2012).

Punyatoya and Durgesh (2011) discovered that message credibility, consumer perception of message customization, message content, and consumers' ability to use mobile phones positively affect their attitudes towards accepting mobile advertising. However, consumer inertia has a negative influence on consumer acceptance of mobile advertising (Punyatoya & Durgesh, 2011).

Tsang (2004) examined consumers' perception of mobile phone advertising and its relationship with overall consumer behavior. The study found that entertainment, information, and credibility have a positive impact on consumers' perception of mobile advertisements, while irritation has a negative influence on this perception (Tsang, Ho, & Liang, 2004).

Bose (2010) endeavored to examine the realm of SMS advertising and its potential in Bangladesh, aiming to ascertain whether SMS advertising can serve as an efficacious advertising medium in the country. Consumers have exhibited a favorable disposition towards receiving SMS advertisements on their mobile devices. This study has made a substantial contribution to informing the decision-making processes of both business professionals and advertising experts, enabling them to select and establish appropriate advertising methods and mediums in order to operate optimally within the country.

Luxton (2009) identified that the primary determinants shaping consumer perception of mobile advertising encompass perceived entertainment, credibility, reward, technological familiarity, and message frequency. Furthermore, the study posited that consumer shopping orientation serves as a mediating variable, while age, gender, and education exert their own influence (Luxton, Mahmood, & Ferraro, 2009).

Chowdhury (2006) contended that solely perceived credibility bears a positive impact on consumer perception, whereas other factors exhibit an insignificant correlation with consumer attitudes towards mobile advertising. These studies illustrate that researchers consider various factors and derive disparate conclusions based on five specific factors (Chowdhury, Parvin, Weitenberner, & Becker, 2006).

### **III. Discussion and Conclusion**

This study has examined the fact that numerous users harbour unfavourable sentiments toward advertising however, they are unable to disregard the significance of mobile advertising. Eventually, mobile advertisers are able to present reliability and amusement in their advertisements; consumers are inclined to view the ads and be influenced to make purchases of products and services. The present study concentrates on the factors that affect consumers' attitudes and perception toward mobile advertising. The credibility of the message, consumer's perception of message customization, message content, and the consumer's ability to utilize the mobile phone positively influence their attitude toward accepting mobile advertising.

The present study finds that entertainment, information, and credibility have a positive effect on consumer attitudes toward mobile advertisement, while irritation has a negative impact on consumer advertising attitude. The primary driver of consumer attitudes toward mobile advertising is credibility, only perceived credibility demonstrates a positive influence on consumer attitude, while the other factors exhibit an insignificant correlation with consumer attitude toward mobile advertising.

The present study explored how consumer perception is significant in consumer behavior for influencing a consumer's interest in a brand's product or service. Perception in advertising affects a consumer's view of a product or service; it varies across advertising media and factors.

Perception is important in marketing strategy as well as in consumer buying decision processes and advertising shapes consumer perceptions and behavior.

The present study discussed the various factors affecting the consumer's attitudes toward mobile advertising such as perceived usefulness, consumer innovativeness, personal attachment, the message's credibility, message customization and content, etc. The study concludes that advertising credibility has to be

taken in mind while preparing the advertising for mobile. Entertainment and customization are helpful in mobile advertisements as it creates a personal touch with customers, which ultimately helps consumers to take mobile advertising positively. Giving personal attention to the customer through Mobile advertising to achieve their trust and make a positive image of the brand is the ultimate goal of the advertiser.

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