



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor (RJIF): 8.4
IJAR 2024; 10(5): 337-339
www.allresearchjournal.com
Received: 09-02-2024
Accepted: 12-03-2024

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Impact of various factors on consumer attitude towards mobile advertising in Indian context

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Abstract

Mobile advertising has gained significance over the years. There are many studies which discussed factors affecting consumer attitude towards mobile advertising. But it is vital to understand that preferences change from one place to another. So, this study studies these factors in the Indian context. Data was collected from 200 respondents via questionnaire from March 1, 2024 to March 16, 2024. Multiple regression was used to analyse the data. The results show in India people value informativeness and credibility of the advertisement. However, other two variables entertainment and irritation were insignificant. Further, people value credibility more than informativeness. This study will help advertisers to understand the preferences of Indians so that meaningful advertisements can be sent to the consumers.

Keywords: Mobile advertising, mobile phones, consumer behaviour

Introduction

The penetration of mobile phones is increasing day by day. According to data from Internet and Broadcasting Ministry, India has 600 million smartphone users in 2022. This penetration is surely going to increase in the next few years (Anand, 2022) ^[2]. Mobile advertising has gained popularity all over India whether it is urban area or rural area. This continuous penetration of mobile phones will help advertisers to reach all consumers personally. As many studies have already been done in various countries but it is very much clear that attitude towards mobile advertising varies from one country to another. So, this study will focus on finding out the impact of various variables on consumer attitude mobile advertising in Indian context.

Literature Review

The term “mobile advertising” can be defined as a tool where advertisers can send their ads via smartphones. Previous studies have talked about various factors which could affect consumer attitude towards mobile advertising.

Ducoffe (1996) ^[6] identified three variables that affected consumer attitude towards mobile advertising namely informativeness, entertainment and irritation. Another study found four variables namely entertainment, credibility, informativeness, and irritation (Chowdhury *et al.*, 2006; Xu, 2006) ^[4, 14]. So, all four variables will be considered in this study.

Entertainment- Ducoffe (1996) ^[6] defined entertainment as the amount of pleasure that an advertisement can give to its consumer. Tsang *et al.* (2004) ^[12] emphasised that entertaining advertisements have an effect on consumer attitude towards mobile advertising. Further, consumers below the age of 25 years focus on entertainment more than adults (San-Martín *et al.*, 2015) ^[10]. Pollay and Mittal (1993) ^[7] stressed that entertainment was positively related to mobile advertising.

H1: Entertainment has a positive effect on consumer attitude towards mobile advertising.

Credibility: It can be defined as consumers’ belief regarding the truthfulness of the advertisement (Brackett and Carr, 2001). Credibility is believed to be positively related to consumer attitude towards mobile advertising (Chowdhury *et al.*, 2006) ^[4]. Reisenwitz & Iyer (2009) ^[8] stressed that old people generally avoid risk associated with advertisements.

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H2: Credibility has a positive effect on consumer attitude towards mobile advertising.

Informativeness: Altuna and Konuk (2009) ^[1] asserted that consumers prefer ads that provide easily available information which is well timed. Tsang *et al.* (2004) ^[12] found that informativeness was positively related to consumer attitude. Further, Ünal *et al.* (2011) ^[13] pointed out that providing informative content affected consumer attitude positively. Additionally, Sharif *et al.* (2017) asserted that young consumers between the age group of 18-24 are highly interested in informative content.

H3: Informativeness has a positive effect on consumer attitude towards mobile advertising.

Irritation: It can be defined as negative feelings regarding any person or thing (Ducoffe, 1996) ^[6]. Sabokwigina *et al.* (2013) found that irritation was negatively associated with consumer attitude towards mobile advertising. Crumpacker & Crumpacker (2007) ^[5] found that since older people generally find it difficult to concentrate so they depend on messages and are likely to be less irritated with bulk messages.

H4: Irritation has a negative effect on consumer attitude towards mobile advertising

Methodology

The data has been collected from young respondents residing in Haryana and who were above 18 years old. All 200 respondents were users of smart phones. Data was collected from March 1, 2024 to March 16, 2024 via questionnaire. Convenience sampling technique was used to collect the data. Precisely, young college going students and research scholars as youth is very much interested in smartphones. Further, SPSS was used to analyse the data. Likert scale was used to collect the responses where 1 indicates “strongly disagree” and 5 indicates “strongly agree”. Statements regarding entertainment, informativeness, and irritation were taken from Ducoffe (1996) ^[6] and credibility statements were taken from Bracket and Carr (2001) ^[3]. 84% (168 out of 200) were in the age group of 18-24 years and rest 16% in the age group of 25-34 years. Male were 41.5% (83 out of 200) and females were 58.5% (117 out of 200). Education wise 11.5% (23 out of 200) were under graduates, 19.5% were graduates (39 out of 200), 0.5% (1 out of 200) was diploma holder, 63.5% (127 out of 200) were post graduates, and 5% (10 out of 200) were doctoral degree holders. 84% were students and rest were research scholars. 66.5% (133 out of 200) were in less than 2.5 lakhs family income bracket, 16.5% (33 out of 200) were in 2.5-5 lakhs income bracket, 10.5% (21 out of 200) in the 5-10 lakhs income group and rest of the respondents had family income more than 10 lakhs.

Results

To test the four hypotheses, multiple regression was performed. Firstly, its assumptions were checked. Since the data in the P-P plot is not hugely deviated as can be seen in Fig. 1. So, the data can be considered as normally distributed data.

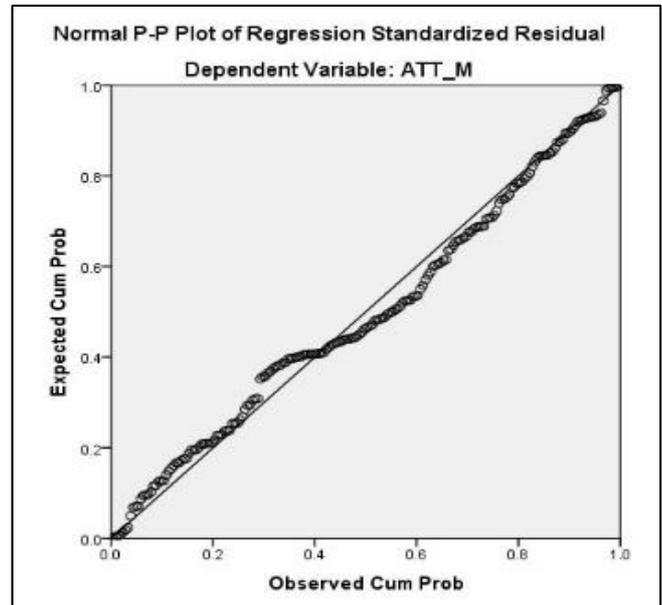


Fig 1: P-P plot¹

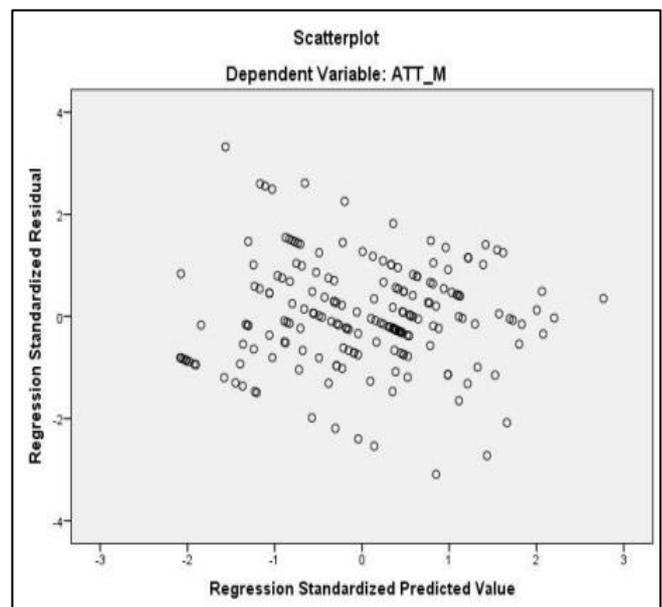


Fig 2: Scatter Plot¹

Next assumption is to check homoscedasticity via scatter plot (see Fig. 2). Since the data is not funnel shaped and it is dispersed equally above and below 0, so it can be considered as homoscedastic.

Finally, the data was checked for multi-collinearity via VIF values mentioned in Table 1. As all VIF values were less than 10. So, there was no issue of multi-collinearity.

As all these assumptions were met, the data was found to be fit for multiple regression. The multiple regression results are mentioned in Table 1.

The R value is 0.619 and the independent variables collectively explained 38.3% of the variability of the dependent variable. Further, the F-ratio explains if the model is a fit. As the p value is significant at 5% significance level which indicates that the data is a good fit. In Table 1, entertainment and irritation are not statistically significant. Informativeness and Credibility directly impact attitude towards mobile advertising as $p < 0.05$ so we can reject the null hypothesis.

Table 1: Multiple Regression Results

R= 0.619 R Square= 0.383 Durbin Watson=1.798 ANOVA Results F= 30.310 Sig.= .000								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.151	.513		2.243	.026		
	ENT_M	.004	.113	.002	.031	.975	.982	1.018
	INF_M	.320	.072	.312	4.433	.000	.637	1.571
	IRR_M	-.059	.072	-.053	-.816	.415	.746	1.341
	CRE_M	.428	.078	.367	5.494	.000	.709	1.410

Discussion and Conclusion

In this study, the goal was to find out if entertainment, informativeness, irritation, and credibility are effective on consumer attitude towards mobile advertising in Indian context. It is found that Indian consumers value informativeness and credibility in the advertisements sent via mobile phones whereas entertainment and irritation were not statistically significant. These results are not similar to Ducoffe (1996) [6], Tsang *et al.* (2004) [12], Pollay and Mittal (1993) [7], and others. The reason could be that preferences of people differ from one country to another. These studies were conducted in different countries which is why the results seem to differ. This study will help managers to understand the preferences of the population in Indian context. Then, accordingly, they can decide their advertising strategy.

Acknowledgements: NA.

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