Consumer Attitude Towards Advertisement via Mobile

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Abstract: The purpose of the study was to find out the effectiveness of the mobile advertisement on the consumer behavior, that how different people would act or what would be their response upon receiving the mobile advertisement. Data was collected through questionnaire and this questionnaire was distributed among 150 people. It means the sample size was 150. Convenience sampling technique was used in this procedure. Correlation and regression analysis were used to analyze and interpret the data. Results of regression analysis showed that the consumers generally have negative attitude toward the mobile advertisement unless the advertisers had specifically taken the consent of the consumer. The relation is both positive and negative and could vary according to the conditions.

Key words: Effective advertisement • Consumer behavior

INTRODUCTION

Mobile is a common device which is in use of almost all the people. In early days it was considered only for the purpose of communication, to be in contact with the people to whom you are close or with the people for business purposes. Now days it is used for multi purposes and has become the need of every person. Mobile phone is now used for many business activities, to keep in touch with what is happening around in the world, for internet access, for security and doing many tasks through various applications, for entertainment and for many more purposes. The mobile phone is one of a handful of consumer products to have gained global acceptance within a relatively short period of time [1]. The mobile phone is not only a personal device used to stay connected with friends and family, but also an extension of their personality and individuality [2, 3]. Now a day’s another use of mobile is the mobile marketing. Mobile marketing is actually the advertisement through mobile phones provide information, knowledge and awareness about your product to the people and also capturing your target market through the mobile advertisement. This trend or method is however new but it is getting familiar now. For marketers, the widespread adoption of mobile phones represents a huge marketing opportunity to reach and serve consumers anytime, anywhere [2, 4, 5]. Mobile marketing is still in its early stages and mobile marketing practices will likely go through fundamental changes as the technology continues to evolve [6]. Now we talk about the consumer behavior that what would be the attitude of consumer and what would be his behavior towards the mobile advertisement either his response would be positive or negative when he would actually receive the advertisement in the form of call, text message or MMS. Any individual who purchases goods and services from the market for his/her end-use is called a consumer. Every customer shows inclination towards particular products and services. Consumer interest is nothing but...
willingness of consumers to purchase products and services as per their taste, need and of course pocket and consumer behavior is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use (Kotler) [7].

As mobile marketing is increasing now a days so more research is needed to explore this method of marketing and the consumer behavior and attitude. Many researchers have presented their works in this area of study. This research paper will help further to know about the consumer behavior that how would it be affected through the mobile marketing and how to develop the various strategies to do the successful marketing by viewing the Pakistani markets. The remaining part of this article is structured as. The next section will provide a brief literature review on mobile marketing. Then there is a discussion of our framework and hypothesis. Then there would be description of research method, presentation of result and discussion of our findings by making the conclusion.

Literature Review: Bogart [8] found that advertising through both channels like internet and other media like TV, newspapers and magazines can easily ignored by the viewers because of very limited time and resources make them difficult to get right information through advertisement. How the internet should be differentiating from other Medias is still under studies. However latest studies have different ideas all these Medias like internet have become proven median for advertising and also a good alternative of TV and newspapers. With the passage of time mobile devices have become more common among people due to its use in more industrialize countries. As mobiles give a great revolution among the communication of people it has also change the marketers view towards the customers now there is more and easy interaction held between marketer and customer. Effects of advertising activities are influenced by consumer attitude towards advertising message, advertising company and media. If the companies want to convey their message through mobile media first they really need to understand how consumers perceive and evaluate the mobiles as a source of advertising. Mobile advertising allows marketers to give medium’s unique features in order to customize their message to consumer’s attributes [9]. Now a day’s mobile marketing provide a great chance for business. Mobile devices have provided chance to the companies to communicate directly to their customers without any type of barrier like time or location. Through mobile devices information can be provided to the customers of their interest which gives chance to the marketers to build the customer relationship in new dimension that’s way now a day’s many companies rely on these types of devices to advertise and promote their products and services to their target customers. But most of the potential customers are unaware with the effective use of mobile devices in order to gain information from ads. A high degree of pleasure and involvement during the ads which are related to computer based media can get the positive reaction and good mood of consumer. For the mobile market entertainment is also important if the message would be concise and funny it will immediately develop the various strategies to do the successful capture the consumer’s attentions [10]. According to me providing games and prizes via text messages will generate high attention of the customers. Features like entertainment use to make the customers more attentive towards advertising message.

We have taken the mobile advertisement as independent variable and consumer buying behavior, consumer mood and consumer acceptance as dependent variables in this study. There is a positive relationship between the advertisement and the buying behavior of the consumer. The response of the consumer might be positive when the products that are being offered are according to his/her taste and would be negative when the products are not according to his nature i.e. old fashioned people might not like the modern products. Similarly there would be more consumer acceptance when the advertisement is timely done and the situation would be favorable. If the condition would not be favorable for the consumer at that time then there would be less consumer acceptance.

In this study I just want to know the exact behavior of people towards advertisement either it influence people or not in order to generate profit for the organizations. I just also want to know the how much mobile phone is effective for the advertisement. The previous study was held in different parts of the country in Pakistan and also in many other countries of the world. This study was not held in city Sahiwal. Hence my purpose is to conduct this study in Sahiwal and become able to judge the behavior of people regarding to mobile advertisement.

Research Objectives:

- To find out the effectiveness of advertisement on consumer behavior.
- To find out the influence of culture on consumer behavior towards advertisement.
To do the critical review of research papers on consumer attitude towards advertisement.

**Theoretical Framework: Independent Variable**

**Dimensions:** Mobile advertisement is an independent variable. It has the following elements.

**Entertainment:** Entertainment is the element of the mobile advertisement. Entertainment generally means to get amused by something. Hereby we will see the impact of entertainment on the consumer behavior. Most of the consumers like children and people of young age like the factor of entertainment in any type of ad. But the actual consumers are the adults and old people and they mostly do not like the factor of entertainment.

**In Formativeness:** In formativeness means how much information is provided to the consumers. It is necessary that complete and comprehensive information must be provided to the consumers. The more the information provided to the consumers the more they will recognize your product and this recognition may lead towards their buying behavior.

**Irritability:** Irritability is the factor that counts the most in the mobile advertisement. It should be kept in mind that while doing the advertisement the factor of irritability must be kept very low. The greater the factor of irritability, the less will be the consumer acceptance of the advertisement.

**Dependant Variable**

**Consumer Behavior:** Consumer behavior is the dependent variable in this study. Consumer behavior is the behavior of that person that he shows while receiving the ads. This consumer behavior, if narrowed down, contains consumer buying behavior, consumer mood, and consumer acceptance. All these factors depend upon the way you are doing your mobile advertisement. If the mobile advertisement will be done in an effective manner then overall behavior of the consumers would be good and his response would be more positive. And if the advertisement strategy that you have adopted would not be good then the consumer might get irritated and show his behavior negatively.

**Hypothesis:**

**H1:** There is no relationship between the consumer behavior and mobile messages entertainment.

**H2:** There is a positive relationship between the consumer behavior and in formativeness of mobile ads.

**H3:** There is no relationship between the consumer behavior and mobile messages irritability.

**MATERIALS AND METHODS**

**Data Collection Method:** The research was based on primary and secondary data sets. Primary data was collected from the field by taking some interviews, through questionnaire and through different surveys and secondary data was collected from all the other researches held by some other people. Analysis was based on the critical review of these reports and visiting the sites of these research papers. In order to get the desire answers a questionnaire was held in Sahiwal district of Pakistan.

We used the quantitative approach to collect the data and had taken the sample of 150; the response of the people was 100%. The questionnaire was not adopted so there could be doubt on its reliability. The liability test was applied to check the reliability of the data.

**Data Analysis:** Descriptive and inferential statistics were applied for the analysis of the data. Mean and standard deviation of the dimensions of the data were calculated. Alpha test was applied to check the reliability of the data. Correlation analysis was used to check that how much the dimensions of consumer behavioral correlated with one another. Regression analysis was used to calculate how much the percent change occurred by the mobile advertisement on the behavior of the consumers.

**RESULTS**

**Results of Descriptive Statistics:** Results of demographic characteristics of respondents were shown in percentage in the form of tables.

**Interpretation:**

**H1:** The above results show that there is no relation between consumer behavior and the entertainment because there is no significance in their relationship. 

**H2:** The above results show that there is a positive relationship between consumer behavior and in formativeness of at significance level of 0.01. but this relation is weak. This hypothesis is also accepted.
Results of Reliability Analysis

<table>
<thead>
<tr>
<th>No.</th>
<th>Dimension</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reliability</td>
<td>0.531</td>
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</table>

Gender Frequency Percent

<table>
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<tr>
<th></th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>41</td>
<td>23.7</td>
</tr>
<tr>
<td>Female</td>
<td>109</td>
<td>63.0</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Correlations

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>S.D.</th>
<th>C_B</th>
<th>A_E</th>
<th>A_I</th>
<th>A_IR</th>
</tr>
</thead>
<tbody>
<tr>
<td>C_B</td>
<td>1.840</td>
<td>.85984</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A_E</td>
<td>2.443</td>
<td>.65676</td>
<td>.055</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A_I</td>
<td>2.643</td>
<td>.61670</td>
<td>.195*</td>
<td>.273**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>A_IR</td>
<td>2.771</td>
<td>.69098</td>
<td>.066</td>
<td>.324**</td>
<td>.219**</td>
<td>1</td>
</tr>
</tbody>
</table>

Correlation is significant at the 0.05 level (2-tailed). Correlation is significant at the 0.01 level (2-tailed).

<table>
<thead>
<tr>
<th></th>
<th>Proposed Effect</th>
<th>Beta Co-efficient</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Advertisement (Adjusted R Square= .019)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H1: Entertainment</td>
<td>-</td>
<td>-.005</td>
<td>.951</td>
</tr>
<tr>
<td>H2: Reliability</td>
<td>+</td>
<td>.191</td>
<td>.026</td>
</tr>
<tr>
<td>H3: Irritability</td>
<td>+</td>
<td>.026</td>
<td>.766</td>
</tr>
</tbody>
</table>

H3: The above results show there is no relationship between consumer behavior and irritation hence it is accepted.

CONCLUSION

I have used the quantitative method for the collection of data and had designed the questionnaire for this purpose. I have taken the sample of 150 and applied the correlation and regression methods for the interpretation of data. This study was conducted in District Sahiwal of Pakistan.

The overall result that I got is both positive and negative. This shows that there is both positive and negative relation between the consumer behavior and the mobile advertisement.

Limitations: In this study the sample size of 150 has taken. The result could be more accurate and liable if a larger sample had taken, but there was the constraint of time and resources. The regression and the correlation tests were applied; result could be more liable if some other tests had been applied. The sample was taken only from the city Sahiwal, results could be more liable if the is to be collected from other cities, so it was also a constraint.

REFERENCES


